

Philip E. Johnson,

Colonel, U.S. Air Force Reserve (ret)
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Professional Skills

Management

- Developed public affairs strategies and policies for 39 AF Reserve bases.
- Directed public affairs activities for AF Space and Missile Systems Center, Los Angeles.
- Managed Ford, Subaru, Suzuki and Isuzu auto dealer ad association accounts ranging from \$500K to \$4M per year. Clients consistently broke sales records.

Leadership

- Jumpstarted and executed \$1-million Air Force Y2K worldwide publicity effort.
- Conceived and launched worldwide "Lightning Bolts '99" AF Acquisition campaign.
- Produced, directed and wrote first-ever "Citizen Airman" news video for AF Reserve.
- Accomplished speaker, trainer, focus group facilitator and video producer.

Problem Solving

- Media spokesman during crisis management situations...aircraft crashes, sexual harassment, Iran Contra, coffeepots, etc.
- Minimized potentially damaging network television stories regarding billion-dollar military satellite programs.
- Valued public relations consultant by senior management on all media, community, internal and environmental issues.

Accomplishments

- ☑ Published first L.A. AFB advertiser-supported base newspaper in 40 years. Saved AF \$90K/yr.
- ☑ Escorted network media to Somalia during "Operation Restore Hope" resulting in touching 30-minute documentary manifesting the humanitarian efforts of the AF and other services.
- ☑ Formulated aggressive \$4-million Isuzu California Regional Marketing program consistently breaking sales records.
- ☑ Ignited sluggish Detroit automotive market with "Ford Month in Detroit" campaign selling over 5,000 units in 30 days.
- ☑ Promoted to the rank of colonel in AF Reserve. Four times awarded Meritorious Service Medal. Retired at Pentagon June 2000.

Education

BS Mass Communications/Business, Arizona State University

Systems Experience

Microsoft Word, Microsoft Power Point, Quicken, Internet, Intranet

EXPERIENCE

<u>Public Relations, Media, Video Production Consultant</u> Effective Communications Strategies, Scottsdale, AZ	2000-Present
<u>Special Assistant, AF Y2K</u> Pentagon, Washington D.C.	1999-2000
<u>Special Assistant, AF Acquisition</u> Pentagon, Washington D.C.	1998-99
<u>Assistant Director, AF Reserve Command Public Affairs</u> Headquarters Air Force Reserve, Robins AFB, GA	1994-98
<u>Director, Public Affairs</u> AF Space and Missile Systems Center, Los Angeles AFB, CA	1992-94
<u>California Regional Marketing Supervisor</u> Della Femina-McNamee Advertising, Los Angeles, CA	1989-91
<u>Account Supervisor</u> keye, donna, pearlstein advertising, Los Angeles, CA	1988-89
<u>Account Supervisor</u> Levine, Huntley, Schmidt & Beaver Adv., New York, NY	1987-88
<u>Senior Account Representative</u> J. Walter Thompson Advertising, Salt Lake City, Detroit, Phx	1980-87
<u>Field Service Representative</u> W.B. Doner Advertising, Detroit, Los Angeles	1978-80
<u>Local Sales Manager</u> KMEQ AM/FM, Phoenix	1975-78