

COMMUNICATIONS PORTFOLIO

Brian Johnston

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Who I Am

PASSIONATE MARKETING PROFESSIONAL

I've spent the past 17 years developing marketing, advertising, and branding strategies for businesses ranging from small startups to global manufacturers.

My passion for story-telling, a deep appreciation for the customer experience, and a data-driven approach have earned my clients record sales, multi-million dollar contracts, and even a spot on ABC's "Shark Tank."



What I Bring to the Table



B2B & B2C
Communications



Digital & Social
Media



Paid Search &
Retargeting



Marketing
Automation



Google Analytics
SEO / SEM



Content
Marketing




Project
Management



Public &
Media Relations



Brand
Management



Thought
Leadership



Email
Marketing



Adobe
Creative Suite

What I Know

EDUCATION & CERTIFICATIONS

The University of Georgia

Bachelor of Arts, Journalism

Public Relations major / Sociology minor

Google

Google Analytics Certification

HubSpot Academy

Social Media Marketing Certification

Content Marketing Certification

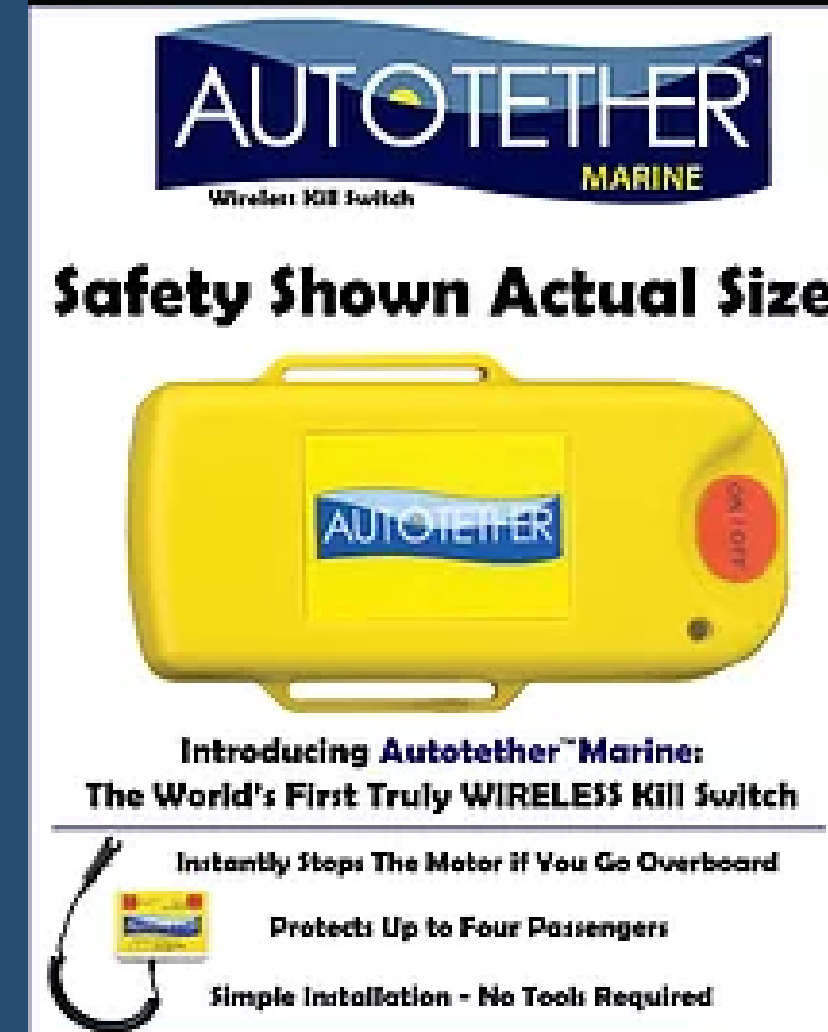


Where I've Excelled

BONEFISH COMMUNICATIONS

As a communications consultant, I partner with a variety of clients to create comprehensive marketing solutions ranging from branding and logo design to public relations and digital media strategy.

My expertise in story-telling, digital media, content development, event management, and corporate communications helped my clients deliver record sales numbers, multi-million-dollar contracts, and even a spot on "Shark Tank."



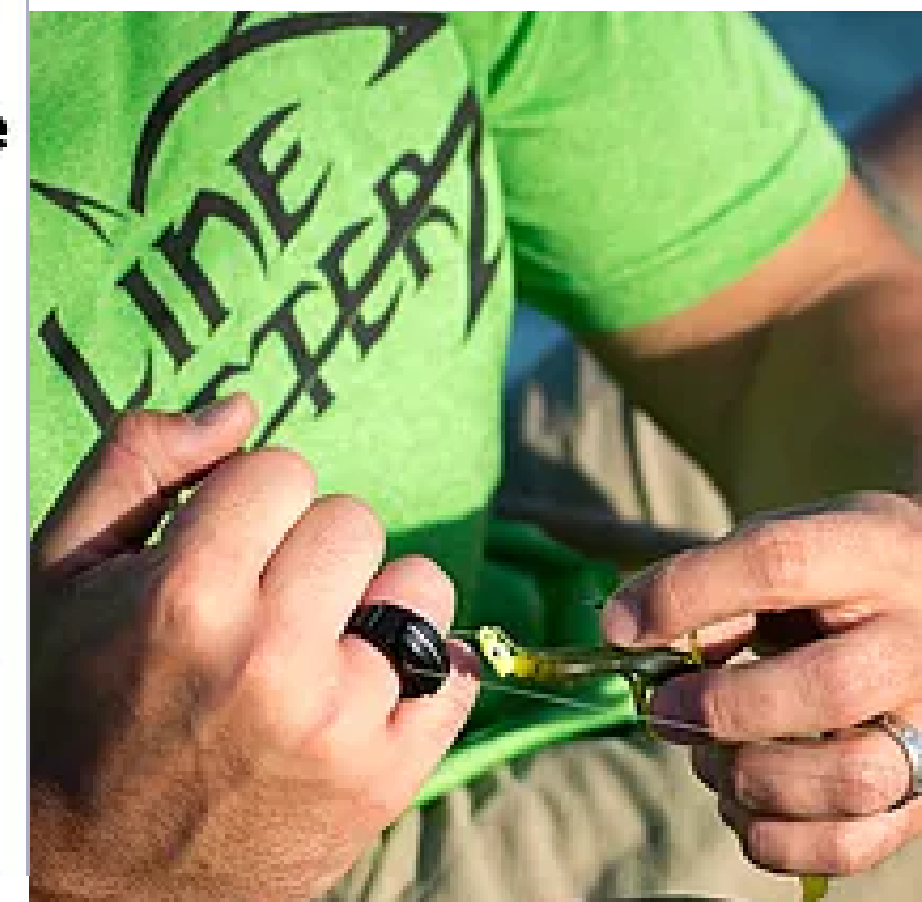
A Flexible Design Partner

NAMJet's unique design simplifies installation by welding directly into the hull, making the jet part of the vessel's structure and eliminating the need for transition ducts or transom plates. NAMJet also offers the flexibility of multiple transom configurations aboard steel, composite, and aluminum-hulled vessels.

When a manufacturing partner needed a specialized propulsion package for its fast-response workboat, NAMJet engineers custom-designed a "twin-pack" of TJ431HH waterjets to create a single, easy-to-install unit that slid easily into the unique hull.

Another shipbuilder came to NAMJet seeking exceptional stability, high forward thrust, and superior reverse thrust for its newest vessel, a global support platform for oil and gas industry seismographic research. The company chose twin TJ-381 waterjets mated to dual 295-horsepower (hp) diesels to propel the 31-foot, 15,653-pound (7100 kg) craft to top speeds of 28 knots while providing 6,393 pounds (2900 kg) of bollard pull. To date, the company has seen a three-fold increase in reverse thrust since switching to NAMJet propulsion.

NAMJet - www.NAMJet.com - info@NAMJet.com - 303.371.9325



Where I've Excelled

OLYMPUS SCIENTIFIC SOLUTIONS

Before moving to Charlotte I served as Marketing Manager at Olympus Scientific Solutions, where I oversaw the group's North American advertising, digital and web content, social media, sales collateral development, and event management.

The role allowed me to collaborate with the product management and sales teams to plan and execute the marketing activities of four distinct product lines.

OLYMPUS[®]

OLYMPUS

Your Vision. Our Future

Introducing the New EPOCH[®] 6LT
Ultra-Portable Flaw Detector
Powerful Flaw Detection in the Palm of Your Hand



www.olympus-ims.com/EPOCH-6LT
Olympus offers rental equipment in the U.S. Call 24/7 at (281) 922-9300.



OLYMPUS

LED Illumination
Twice as bright as its predecessor
(IPLEX UltraLite)

60 Frames Per Second
Smooth, clear video, even when
recording a moving object

Interchangeable Illumination
Easily switch between
LED, UV, and IR

New
IPLEX[®] G Lite Ultra-Portable Videoscope
The Powerful, Portable Videoscope

www.olympus-ims.com/iplex-g-lite



Fast, Accurate Hazardous Element Detection
with Axon Technology™—high count rate and stable spectra for low limits of detection (LODs)



Environmental Compliance

Vanta analyzers are compatible with the requirements of US EPA 6200, EPA TCLP HAZMAT, ISO/IEC 13196, US EPA, NIOSH, and OSHA.



Durable

All Vanta[®] models are built to pass a 4-foot drop test (MIL-STD-883C).



Easy Data Management

Optional wireless connectivity enables real-time data uploads and downloads, as well as instant back-up to the Olympus Scientific Cloud.



Performs in All Environments

Fully functional in temperatures ranging from 14 °F to 122 °F (-10 °C to 50 °C). IP65 (C and L series) and IP64 (M series) rated for protection against dust and water intrusion.



Simple Interface

Smartphone-like operation: swipe, flick, and tap. Customizable home screen buttons for frequently used operations.



Accessories

Soil Foot

The Vanta Soil Foot provides stable, three-point support for hands-free analysis, making it convenient when longer test times are required.

Field Stand

The Vanta Field Stand offers a lightweight, mobile test stand and a shielded sample chamber for testing small items, like samples in cups or bags.

Holster

Keep your analyzer within arm's reach. The Vanta Holster features a security strap, MOLLE/PALS webbing for additional attachments, and brass shielding.

Eyelid Shutter

Automatic eyelid shutter helps prevent costly detector damage (C and M series).

Olympus stands behind every rugged, reliable Vanta analyzer with a standard 3-year warranty

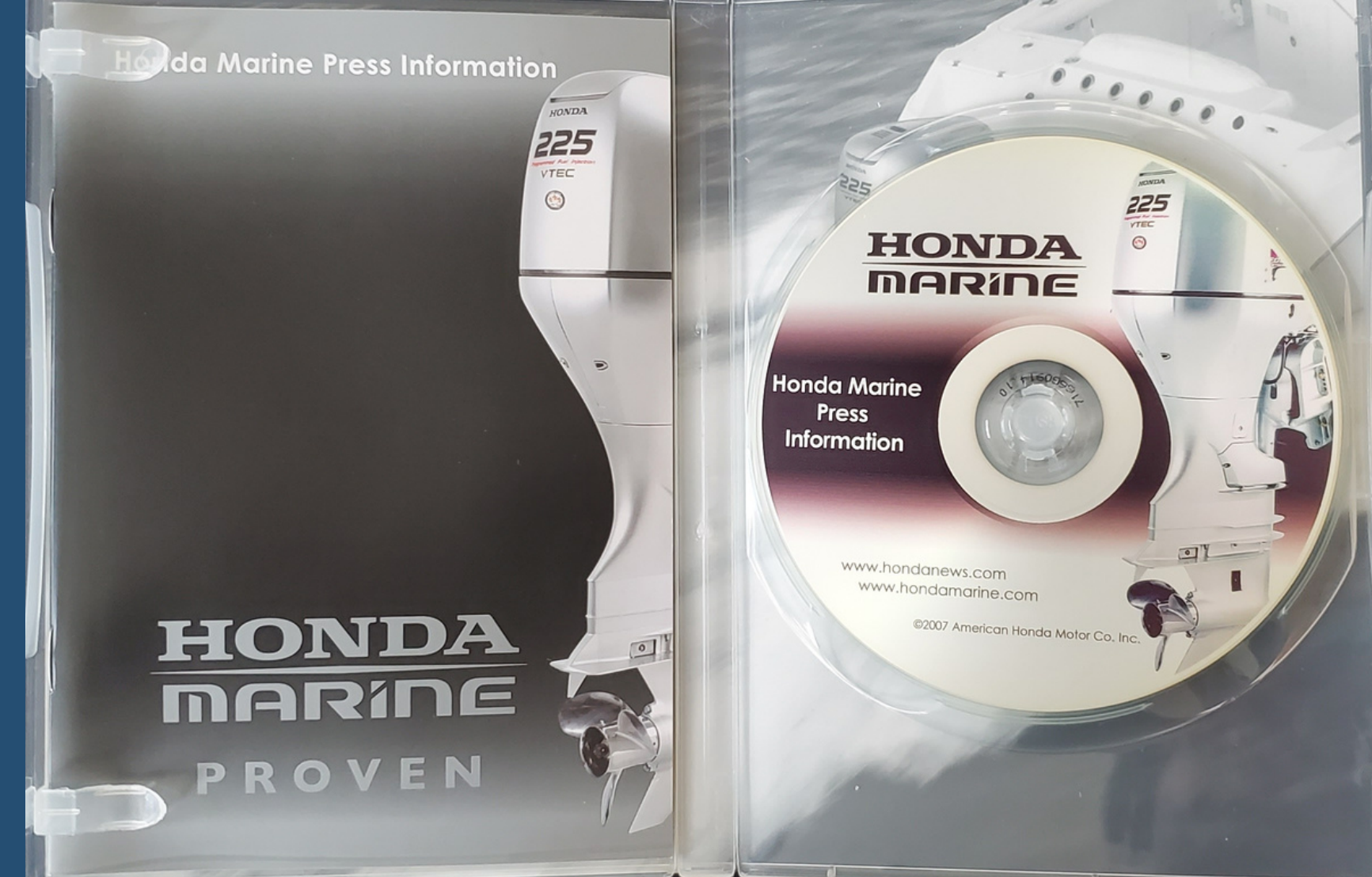
Where I've Excelled

J. ADDAMS & PARTNERS

As an embedded strategic communications counselor, I planned and executed Honda Marine's first comprehensive media and public relations program.

Through close collaborative work with the sales and marketing teams, I wrote and produced media materials including press releases, product highlights, feature pitches, executive bios, company backgrounders, and fact sheets.

HONDA MARINE



News from Honda

**HONDA
MARINE**

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Sara Pines (678) 339-1385
Sara_Pines@ahm.honda.com

For Background

Honda BF200 and BF225: Superior Power and Reliable Performance

Honda Marine sets the industry standard for performance, durability, and reliability with its most powerful outboard engines, the BF200 and BF225. Ideal for pontoons, large sport fishing and cruising boats, and commercial applications, the advanced technology of these high-horsepower(hp) engines delivers a perfect balance of power, torque, and fuel economy in any environment. Honda-exclusive technologies such as VTEC™, BLAST, and Lean Burn Control contribute to the engines' outstanding performance and fuel efficiency, while a best-in-class 90-amp alternator provides ample battery charging(60 amps) for multiple electronic accessories.



Honda Marine's
flagship BF225

Flagships of the Honda Marine Lineup

The BF200 and BF225s 3.5-liter, single overhead camshaft(SOHC), V-6 engine provides fresh- and saltwater anglers with the most technologically-advanced outboard power available. Based on the architecture of the incomparable Honda Pilot, Ridgeline, and Odyssey automotive engines, the models deliver the maximum in durability, reliability and world-class performance as well as superior torque in a narrow, balanced 60-degree "V" profile. The slim design of both engines allows for the mounting of dual engines on a 28-inch center-to-center distance, perfect for repower applications.

Derived from racing and first appearing on the Acura NSX sports car, Honda's exclusive Variable Valve Timing and Lift Electronic Control(VTEC™ - BF225) system utilizes mild cam lobes to operate the intake valves at low rpm, and then engages a high-output lobe for high-rpm operation. The resulting boost in available power provides outstanding mid-range acceleration and top-end performance.



What I've Created

CREATIVE PORTFOLIO

"What we do is a byproduct of who we are, and there's nothing I love more than telling a great story." - Brian



A Flexible Design Partner

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NAMJet • www.NAMJet.com • info@NAMJet.com • 205.271.9125



ADVANCED MARINE PROPULSION

PROJECT

Conduct a re-branding campaign for this established marine waterjet manufacturer. Formerly North American Marine Jet, NAMJet suffered from a lack of brand recognition as well as a reputation for building “slow” waterjet propulsion systems.

I helped NAMJet built a multi-channel campaign devoted to establishing the renamed company as a manufacturer of durable, high-power, high-thrust systems.

COLLATERALS

- Full communications strategy
- Media relations plan
- Boat/industry event calendars
- Marketing communications collateral
- Website redesign and copywriting
- Social media management
- Event planning



METAL SHARK

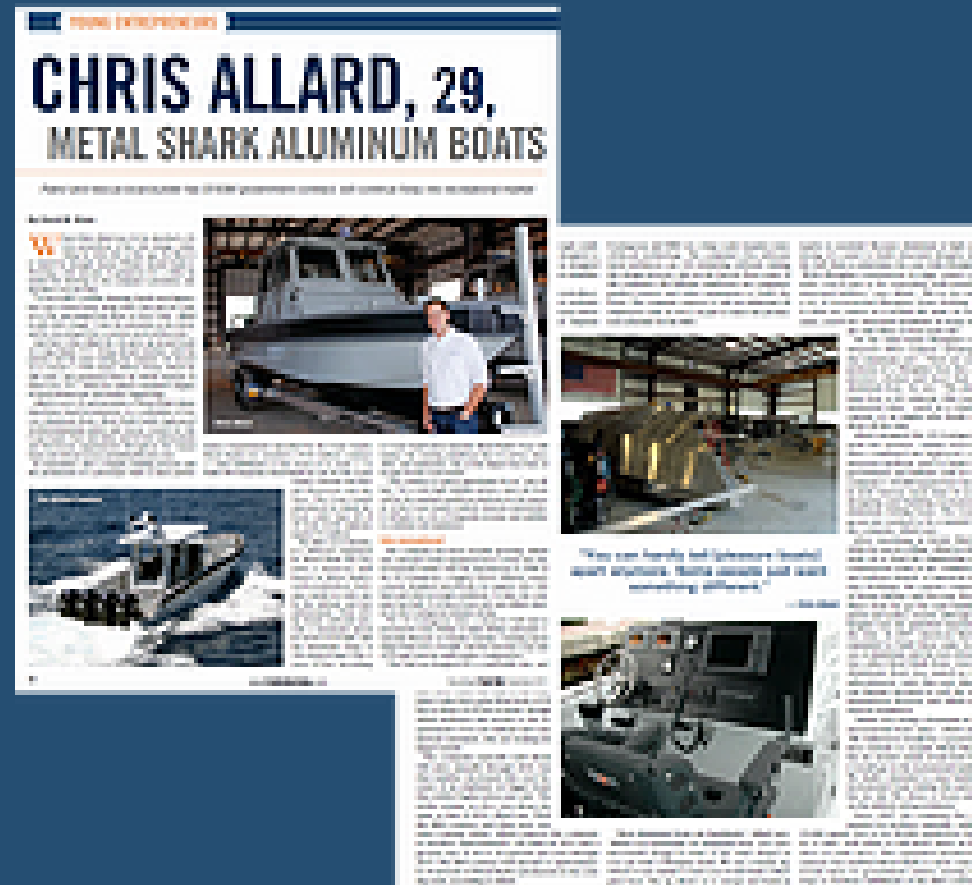
PROJECT

Design and implement full-scale media relations and advertising campaigns on behalf of this Louisiana-based aluminum boat manufacturer.

Metal Shark was, at the time, on the cusp of securing its first major military contract to build over 400 small response boats for the US Coast Guard. Today, the company holds multi-million-dollar contracts with governments and military units worldwide.

COLLATERALS

- Comprehensive media relations and advertising strategy
- Advertising creative
- Direct mail/e-campaigns
- Boat/industry show calendars
- Sales brochures and collaterals
- Website copywriting
- Social media management



PRODUCT CATALOG

28 COURAGEOUS

The Metal Shark 28 Courageous is a new breed of aluminum boat. Built as a multi-mission platform, the 28 Courageous is a shallow water/shore patrol boat that provides access where other draft limited craft cannot.

The boat's variable-deck/die hull provides outstanding performance in both calm and rough water, making it an ideal boat for Law Enforcement, Combat Craft and Fire/Rescue applications.

With its 12' beam the 28 Courageous is easily trailerable, and its wide open layout features flat floors from bow to stern that allow for easy 360-degree deck access. It is easily handled by a lone operator, and offers outstanding visibility from the helm.

Other mission-enhancing features include a self-bailing cockpit with oversized 6" scuppers, a large forward working platform, 20,000 lbs. towing capacity, and ample storage space including a removable, lockable toolbox.

The Metal Shark 28 Courageous can be configured for various mission requirements. An optional two-piece removable dive door facilitates water access for rescue or diving operations. A removable 500 lb. capacity electric davit can be used for utility or buoy servicing operations.

An oversized working top with removable rails allows your crew to work safely alongside elevated structures, while optional shock absorbing seating allows them to conduct missions in both safety and comfort. Two rows of rubber fendering protect the craft and crew, and optional foam fendering is available.

Metal Shark Boats has designed the 28 Courageous to provide operators with the safest and most capable craft possible for some of the most demanding work on the water.

-Multiple console cabin arrangements available

DESIGN & CONSTRUCTION

Metal Shark brings you durable, reliable products by using the best materials and also the most technologically advanced construction methods in the industry.

The process begins with advanced computer modeling that allows us to provide three-dimensional conceptual drawings to our prospective customers so that they may visualize their finished boat before the start of production.

This assures that no detail will be overlooked and that there will be no costly surprises once production is underway.

Metal Shark then generates exacting computerized cut files for each aluminum hull component. All parts are then precision-cut using computer controlled routers and water jets. In combination with specially engineered jigs and fixtures, Metal Shark guarantees precise tolerances, accurate craftsmanship, and the highest level of quality.

Heavy-duty 5086 aluminum alloy plating is used for the hull bottom, sides, stringers and bulkheads. All decks are welded to the stringer system and open, under-deck areas are foam filled. This provides additional flotation, a quiet ride, and ensures that each Metal Shark is unsinkable.

Equally important, our computerized processes assure that these results will be repeatable on each successive boat we build. Detailed documentation and build drawings are available for all Metal Shark products.

At Metal Shark we pride ourselves on quality workmanship and it shows. From our clean, precise cutting and welding to the detail that goes into our wiring, electronics installation, and component rigging, the great care that goes into each Metal Shark is evident from stern to stern.

STANDARD EQUIPMENT

Heavy Duty Welded Aluminum Hull, Cockpit and Side Decks
Foam Flotation Below Decks and in Gunwales
Self Bailing Cockpit with 6" Scuppers
Welded Aluminum Console with Side Access Door and Lexan Windscreen
Pipe Style Latching Port w/Cushion
Full Transom Bulkhead
16" x 8" Welded Coaming
Welded Aluminum Bow & Stern Eyes
100 Gallon Bilged Aluminum Fuel Tank
Hydraulic Steering with Stainless Wheel
Navigation Lights
Bow Deck with Storage Compartment and Hatch
Dual Sealed Batteries
Flat Deck Bow to Stern
2000 GPH Bilge Pump with Auto/Manual Control
Giffboard Ocean Plug
Non-Skid Decks and Gunwales

SPECIFICATIONS

LOA _____ 28'
Beam _____ 12'
Draft _____ 11" 6"
Std. Fuel Cap _____ 120 gal
Weight _____ 4,500 lb (dry)
Max HP _____ 500

5086 aluminum alloy utilized as follows:
3/16" Hull Side
1/4" Hull Bottom
1/4" Stringers and Bulkheads
3/16" Deck
1/4" Console

State of the Art Design

Metal Shark boats are specifically designed for the rugged demands of government, military, and commercial use. The Metal Shark management and engineering departments are composed of Webb Institute-trained naval architects and naval engineers specializing in the design of new and innovative products.

Each Metal Shark is created to our client's exacting specifications with the latest two and three-dimensional design software. We offer a broad range of options and we routinely design specialized features to meet a particular set of mission requirements. Choose from our existing model lineup and allow us to tailor a boat to meet your needs, or put the Metal Shark design team to the task and we will custom design and build to your exacting specifications. Either way, you'll be impressed by the smart design and intuitive features that go into every Metal Shark we build.



For more information:
Andrea Friedman (888) 642-4181
ANDREA@AUTOTETHER.COM

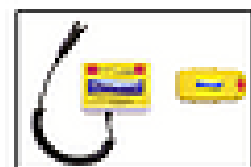
For Immediate Release

Autotether™ Offers Holiday Safety

Give the Gift of Safety This Holiday Season

CLEVELAND, OH, December 4, 2011 – Safety-conscious boaters have more to celebrate this holiday season thanks to wireless safety device manufacturer [Autotether](#). The company is offering a [\\$50 rebate](#) to customers purchasing its [wireless kill switch](#) or [Autotether](#) wireless alarm products before December 31, 2011, making Autotether the perfect holiday gift to boaters.

Safety Leashes Cut the Cord



Man overboard incidents represent the leading cause of injury and death among boaters – incidents entirely avoidable with an engine kill switch. Since traditional systems tend to restrict movement and are prone to accidental engine shut-off, however, many boaters choose not to connect them. By contrast, Autotether's radio frequency (RF) sensors connect wirelessly to any kill switch, sounding an alarm and shutting down engine operation within 1 to 2 seconds of a plot or passenger falling into the water. Passenger sensors may also be used to shut down the engine in the event of a runaway boat.

Autotether is simple to install aboard any boat, and requires no drilling or cutting. The receiver attaches to the boat's dash using dual lock strips, and clips directly to the boat's factory-installed kill switch. The receiver has a battery life of 100 hours and lights a low-charge indicator when its AAA batteries need replacing. Since it's easy to install, Autotether is also transferable between boats and is the perfect safety device to take on board with friends who don't have the system.

###

Editor's Note:

For product inquiries or sales information, please call (888) 642-4181, or visit [www.autotether.com](#)

DigitalAsset Media

200910

Autotether Names Miami Boat Show Sales Partner

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THE OUTDOOR WIRE

The Outdoor Industry's Daily News From NewsWire

SUBSCRIPTIONS | SUBMIT RELEASES | ADVERTISING | ARCHIVES | CONTACT

Wednesday, February 13, 2013

Autotether Names Miami Boat Show Sales Partner

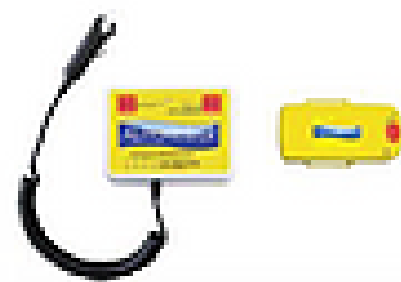
ADD THIS TO MY FEED

EAST HARTFORD, Ct. – Autotether Tuesday named Sea Tech & Fun USA as the company's official sales partner for the 2013 Miami International Boat Show. Autotether's lanyard-free wireless kill switch system will be available for test and purchase at the Spade Anchor USA Booth (#933) at the Miami Beach Convention Center beginning Thursday, February 14.

Lanyard-Free Safety: Cutting the Cord

Man overboard incidents represent the leading cause of injury and death among boaters – incidents entirely avoidable with an engine kill switch. Since traditional systems tend to restrict movement and are prone to accidental engine shut-off, however, many boaters choose not to connect them. By contrast, Autotether's radio frequency (RF) sensors connect wirelessly to any kill switch, sounding an alarm and shutting down engine operation within 1 to 2 seconds of a plot or passenger falling into the water. Passenger sensors may also be used to shut down the engine in the event of a runaway boat.

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Wireless Kill Switch

Safety Shown Actual Size



Introducing Autotether™ Marine: The World's First Truly WIRELESS Kill Switch



Instantly Stops The Motor if You Go Overboard

Protects Up to Four Passengers

Simple Installation - No Tools Required

888-593-4181 | [www.Autotether.com](#) | @Autotether



PROJECT

Upstart kill-switch manufacturer Autotether came to market with a game-changing safety product, but needed to find a voice in the crowded recreational marine sector.

Autotether hired me to help build its reputation through branding, advertising, and media outreach campaigns.

COLLATERALS

- Social media and digital marketing campaigns
- Designed and planned premiere advertising campaign
- Introductory media materials resulted in coverage among several trade and recreational publications



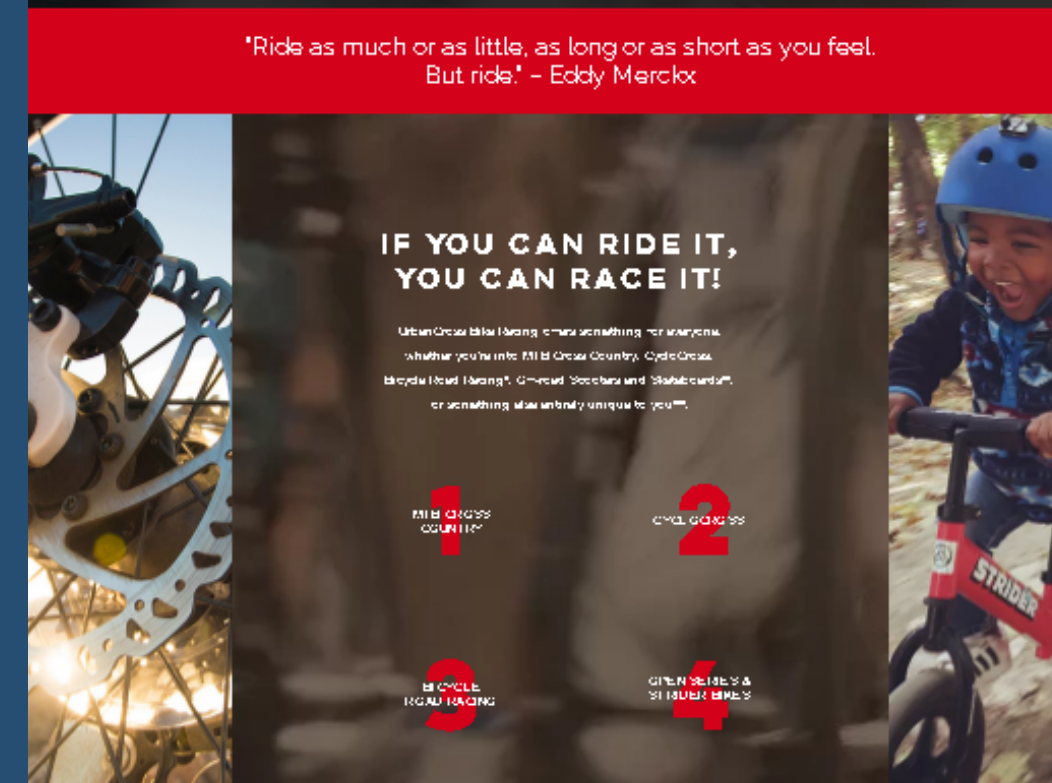
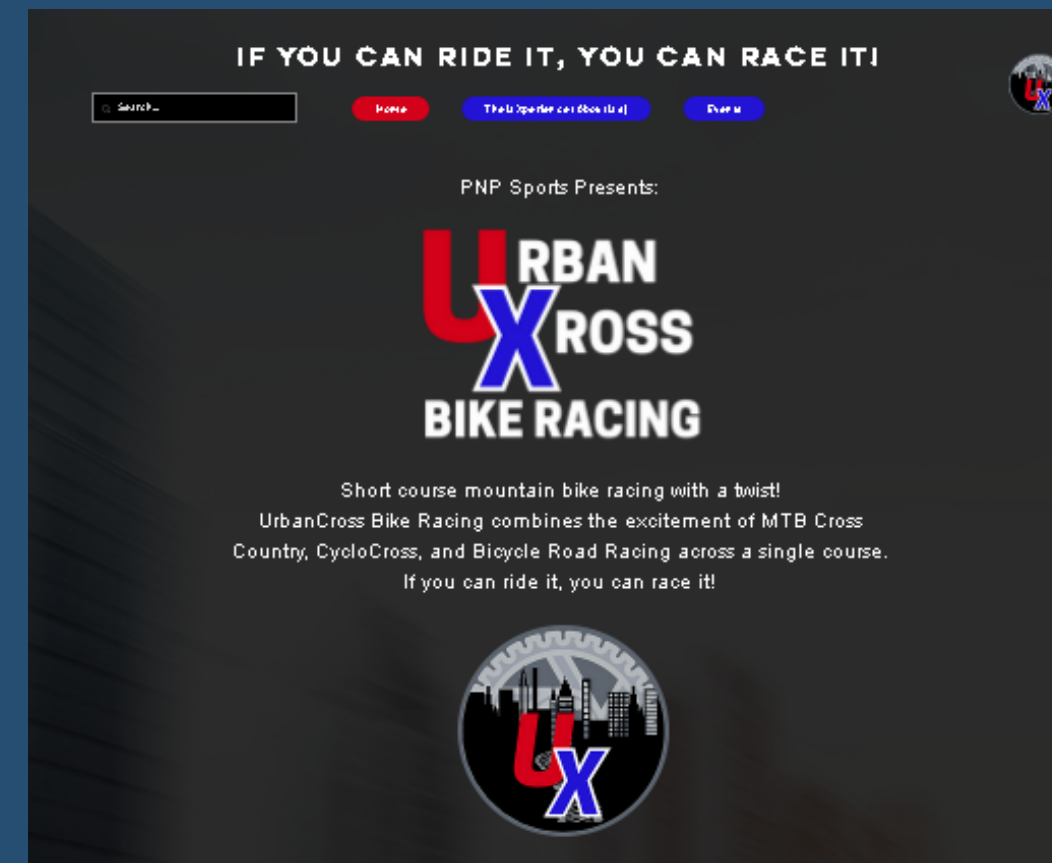
PROJECT

Seeking post-retirement excitement, world-renowned motocross racer Warren Reid created a new series of short-course mountain bike racing, UrbanCross (UX). Designed for riders of all ages and skill levels, UX lives by the credo, "If you can ride it, you can race it!"

The UrbanCross team hired me to create its full brand identity, launch its marketing program, and introduce a new option to sport racers around the country.

COLLATERALS

- Full brand package, including color schemes, logos, & typefaces
- Social media management
- Website copywriting and design
- Event marketing
- Digital advertising
- Email marketing
- Print collaterals





Texas Angler Invents Line-Cut Line Ring

A quick, convenient way for anglers to cut fishing line

Austin, TX, October 20, 2014 - Texas angler Vance Zahorski has had it up to here with rusty, ratty, inefficient line-cutting tools.

After 35 years of cutting line with his teeth or fumbling for scissors or knives, Vance was ready for a better way. His solution? [Line Cutterz](#) - a sleek, fully-adjustable ring featuring an integrated double-sided blade perfect for quick and efficient cutting of mono filament and braided fishing line.



Line Cutterz' fully-adjustable strap and recessed cutting blades make it the perfect tool for anglers of all ages. Users simply hold the lure and line in one hand and slide the eyelet of the lure through the ring's top, leaving just the right amount of line to ensure the knot will not pull out.

Endless Applications

The patent-pending Line Cutterz makes convenient cuts a cinch under any conditions, including:

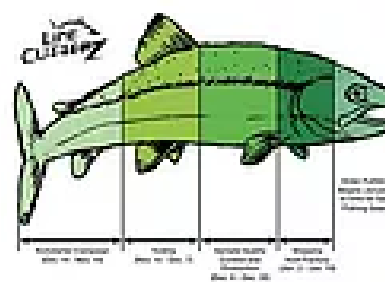
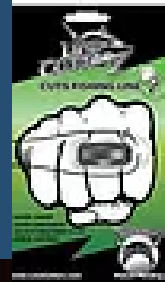
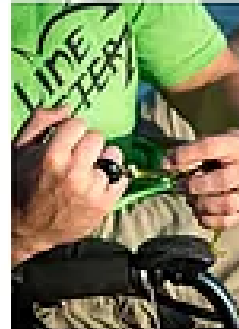
- Offshore - Safety is crucial offshore, especially when a quick release is needed to ensure safety. The Line Cutterz ring is always ready to make emergency cuts with the swipe of a hand.
- Night Fishing - No more digging through a tackle box in the dark.
- Kayak Fishing - When the bite is hot, tying on a new lure and cutting the tagline without hesitation will get your bait out faster and improve your chances of landing a big one.
- Surf Fishing - Sometime you simply don't have space to carry a knife in your pocket. Line Cutterz without.

- Guides - Line Cutterz is perfect for fishing guides who are constantly cutting their clients' tangled lines.

Crowd Funding

Line Cutterz launched its official [Kickstarter campaign](#) on October 28. With support options ranging from \$5 to \$5,000, the campaign has already received 50% of its funding goal. Funding for the project runs through November 1, with distribution and delivery slated for early January, 2015. For additional information, visit [www.LineCutterz.com](#).

** Click Images for High-Res Versions **



PROJECT

Texas angler Vance Zahorski was tired of rusty, ratty, inefficient line-cutting tools. After 35 years of cutting line with his teeth or fumbling for scissors or knives, Vance was ready for a better way. His solution? Line Cutterz - a sleek, fully-adjustable ring featuring an integrated double-sided blade perfect for quickly and efficiently cutting fishing line.

Vance brought me aboard to build the company's reputation among the recreational boating media.

COLLATERALS

- Introductory media releases distributed to all major boating and fishing publications
- Assisted with introductory video production for placement on Kickstarter
- NOTE - LineCutterz was featured on ABC's "Shark Tank," and is now a household name among anglers worldwide





How to Reach Me

CONTACT INFORMATION



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