



PORTFOLIO

CONTACT

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 Knoxville, TN

 johnnaferguson.com

EDUCATION

Master of Science in Communication
and Information Sciences
Concentration: Strategic and Digital
Communication
University of Tennessee, Knoxville

Bachelor of Science in Communications
Major: Broadcasting
University of Tennessee, Knoxville

SKILLS

Design & Creative Tools:

Adobe InDesign, Illustrator, Photoshop,
Premiere Pro, Acrobat

Content & Production:

Graphic design, photography, video editing,
photo retouching, visual layout, print
production

Web & Digital:

HTML, CSS, WordPress, Mailchimp,
SharePoint, basic web design

Platform-Specific Content:

Adapting content for social media, print,
and internal web platforms; presentation
design

Office & Communication:

Microsoft Word, PowerPoint, Excel; PC and
Mac environments

JOHNNA FERGUSON

COMMUNICATIONS PROFESSIONAL

PROFESSIONAL SUMMARY

Creative and strategic communicator with over a decade of experience in graphic design, content development, and outreach. I recently completed a master's in Strategic and Digital Communication building on years of work creating visual content that informs and supports public programs. I'm comfortable taking projects from idea to final product, Seeking a role that combines planning and execution in meaningful communication.

EXPERIENCE

EXTENSION ASSISTANT I, GRAPHIC DESIGNER AND MATERIALS MANAGER

The University of Tennessee Institute of Agriculture • Knoxville, TN
December 2015 - Present

- Served as the sole designer supporting two federally funded nutrition education programs, SNAP-Ed and EFNEP, by developing print and digital materials that align with program goals and statewide messaging strategies
- Led the design and production of curricula, publications, logos, and promotional content for public use across Tennessee, adapting content for clarity, audience, and format
- Collaborated with program leadership, specialists, and county staff to ensure content is visually engaging, accessible, and aligned with communication objectives
- Coordinated all aspects of print production, including vendor communication, file preparation, press checks, quality assurance, and inventory oversight
- Maintained an internal SharePoint site that houses previously developed publications and curriculum materials for use by Extension educators across Tennessee
- Photographed recipes, events, and educational activities to support publications, selected and edited stock images to align with messaging and audience needs
- Delivered presentations on visual design and communication tactics to Extension professionals to improve statewide consistency and effectiveness
- Contributed to departmental strategic planning by offering insight on visual communication needs and long-term content development priorities

ADMINISTRATIVE SUPPORT ASSISTANT II

The University of Tennessee Institute of Agriculture • Knoxville, TN
January 2014 - December 2015

- Designed and updated publications, presentations, logos, and curricula for Family and Consumer Sciences programs
- Created the public-facing Family and Consumer Sciences website, including layout and graphics
- Supported Extension faculty by coordinating travel, mailings, meetings, and workgroups
- Collaborated with program staff to ensure design and materials aligned with communication goals

CLIENT SERVICES COORDINATOR

Clarix Networks • Knoxville, TN
April 2012 - July 2013

TECHNICAL SUPPORT TIER II

Comcast • Knoxville, TN

AWARDS

2021 COMMUNICATIONS WRITTEN MEDIA AWARD

2019 TNCEP/EFNEP Annual Report

First Place

Tennessee Extension Association of Family & Consumer Sciences

2020 COMMUNICATIONS EDUCATIONAL PUBLICATIONS AWARD

Grow It, Eat It Handouts

First Place

Tennessee Extension Association of Family & Consumer Sciences

2020 COMMUNICATIONS EDUCATIONAL PUBLICATIONS AWARD

Grow It, Eat It Handouts

Third Place

National Extension Association of Family & Consumer Science

2020 COMMUNICATIONS EDUCATIONAL PUBLICATIONS AWARD

Grow It, Eat It Handouts

Second Place, Southern Division,

National Extension Association of Family & Consumer Science

2019 COMMUNICATIONS EDUCATIONAL PUBLICATIONS AWARD

Celebración Latina Cookbook

Third Place,

National Extension Association of Family & Consumer Science

2019 COMMUNICATIONS EDUCATIONAL PUBLICATIONS AWARD

Celebración Latina Cookbook

Second Place, Southern Division,

National Extension Association of Family & Consumer Science

EXPERIENCE (cont.)

August 2011 - April 2012

GRAPHIC DESIGNER AND PUBLICATIONS COORDINATOR

Maremont • Loudon, TN

January 2006 - July 2010

- Designed catalogs, advertisements, labels, packaging, and marketing materials for national automotive parts brands
- Managed print production and coordinated distribution of catalogs to customers across the U.S.
- Conducted on-site press checks to ensure print quality and accuracy
- Assisted in designing and updating multiple company websites
- Photographed and retouched photos for use in print and digital materials

SENIOR SALES REPRESENTATIVE

Metron North America • Knoxville, TN

May 2003 - September 2005

VARIOUS TEMPORARY POSITIONS

Randstad • Knoxville, TN

December 2002 - September 2003

GRAPHIC DESIGNER

Kernersville News • Kernersville, NC

August 2000 - August 2002

- Designed advertisements for newspaper and worked to ensure client satisfaction with designs
- Designed and coordinated commercial printing, specializing in high school and college newspapers
- Provided all communications with commercial printing clients

ASSOCIATE PRODUCER (PART-TIME)

WXLV • Winston-Salem, NC

June 2000 - August 2000

- Selected video, edited tape and responsible for the broadcast of all video during 6 and 11 newscasts
- Selected and edited video for promotions airing throughout the day

TRAFFIC REPORTER (PART-TIME)

WSJS • Winston-Salem, NC

May 2000 - August 2000

- Reported traffic conditions to on-air talent for broadcast
- Worked as fill-in on-air talent when needed

GENERAL ASSIGNMENT AND SPORTS REPORTER

King Times News • King, NC

August 1999 - April 2000

- Wrote articles for newspaper while researching and developing story ideas
- Composed articles and designed layout of all the sports pages
- Took photographs corresponding to articles
- Assisted with development of the news article ideas for the newspaper

PRODUCTION ASSISTANT

WRCB • Chattanooga, TN

January 1999 - June 1999

- Operated studio cameras for morning, evening and late night newscasts
- Assisted with preparation of studio, operated the teleprompter and distributed scripts to the production department and in-studio anchors