

## Ronell East Johnson

10155 Jefferson Highway  
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### WORK EXPERIENCE

- Jan 2017 to present **Event Coordinator – Baton Rouge General Foundation**  
**Employee Giving Program Manager:** Managed hospital-wide employee engagement program achieving record goals surpassing set performance quota by over 200%. Recruited and mobilized 10-person committee and 60+ Area Coordinators to implement internal grassroots campaign. Created all campaign marketing collateral, including brochures, mailers, pledge cards and social media. . Developed and managed distribution of over 1500 donor gifts.  
**HRT Champion (High Reliability Team):** Managed team assigned to develop and streamline more efficient processes  
**Internal Grants Program Manager:** Managed hospital-wide internal grants program. Developed new application and new application process to include Bio-med and Education protocols. Partnered with Purchasing Dept. to execute grant writing workshops regarding new guidelines, recruited 9-person Internal Grants Committee.  
**Events:** Responsible for the planning and execution of Baton Rouge General's **Father-Daughter Sweetheart Dance** with over 1300 attendees. Recruitment and engagement of committee consisting of hospital leadership and community leaders, Responsible for the execution of all event logistics, development and implementation of marketing plan, design and development of all print collateral, ticket processing and distribution, recruited and managed 30 volunteers, successfully utilized networking relationships to secure new sponsors.  
**Community Events Liaison:** Acted as hospital liaison to Third-Party community organizations for fundraising and community engagement events: Secured sponsorships, created marketing materials, recruited and managed volunteers
- March 2013 to Jan 2017 **Special Projects Coordinator - Baton Rouge Symphony Orchestra**  
Responsible for the planning and execution of all events for local arts organization, ranging in size from 15 to 300 attendees, managing volunteers for all events and initiatives, recording and reporting service hours, working with community partners to secure sponsorship and achieve common goals, assisting with developing the event committees, creating concept, developing materials, event logistics, volunteer assignments, working with venue personnel, creating menus, entertainment, décor, etc. Organizing House parties in accordance with our donor benefits package, working with host, catering, set up, and guest artist appearances.
- Nov 2013 to April 2016 **Executive Assistant/ Event Planner - John F. Fraiche, MD, APMC, President of St. Elizabeth Hospital**  
Administrative and event planning duties for hospital president. Part of event team for annual St. Elizabeth's Gala, Heavy event and meeting planning responsibilities for events w/ 10-200+ attendees, weekly work-dinners for hospital management staff, annual Saints party with 150 attendees, wedding brunch for 200 guests, Chase Bank Book Club annual dinner (50 guests), Formal sit-down dinner for Japanese clients for LA Consulate General to Japan featuring John Folse and team, planned and executed logistics for two-day Mardi Gras party annually for 100 guests, and many more. Travel arrangements, personal appointments, organized and managed all other personal business.
- Feb 2010 to Nov 2013 **Marketing Director – The Optical Shoppe**  
Goal: Customer growth and retention through effective marketing campaigns. Created, designed and built new website, wrote content and set up online store, held events to expand business using vendors co-op dollars, developed a sales model and employee handbook and trained employees according to new protocols. Set sales goals and customer service standards re: follow-up with patients/customers on product performance, trouble-shooting problems with vendors.
- April 2005 to Jan 2010 **Volunteer Engagement/Event Coordinator - AARP Louisiana**  
National non-profit serving 40 million members nationwide, with 500,000 members in Louisiana  
Goal: To achieve Dashboard objectives by increasing volunteer resources and member growth through Volunteer Engagement and healthcare-related educational and programmatic events relative to the membership.  
Responsible for developing and implementing state-wide Volunteer organizational structure, including org chart, job descriptions and volunteer personnel assignments according to AARP's mission and goals, recruiting, filling and training for all positions, Responsible for the planning and execution of Volunteer Recruitment events and Volunteer Training workshops statewide. Responsible for establishing community partnerships to achieve objectives, reporting volunteer service hours and engagement outcomes and on a weekly, monthly and quarterly basis. AARP Louisiana achieved record-high membership increase of 10% (51,000 members) from 2006 – 2010. Volunteer Engagement: Increase of 75% in the same time period. (Volunteers actively engaged, trained and working on a regular basis)

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- Sept 1999 to April 2005    **Volunteer Manager/ League Coordinator - Baton Rouge Symphony Orchestra**  
Overseeing administrative function of 300+ member volunteer organization and its fifteen project committees including member relations, dues collection, publication production, assisting board with creating annual budget and sponsorship goals. Public Relations and Volunteer management duties in conjunction with all events and event management, creating invitations, member Rs vp, patron reservations, floor plans and seating, contracts with vendors.
- Jan 1995 to Sept 1998    **Agent Coordinator/Events & Marketing - Burns & Co. Inc. Realtors**  
Coordinated events for growing real estate firm with over 30 agents. Implemented agency marketing plan, writing ads, tracking closings, duty calls and open house attendance, adjusting advertisement and marketing approach accordingly.
- June 1986 to Jan 1989    **Area Sales Manager - Macy's Department Store, Atlanta GA**  
Completed Executive Training Program, Managed 5 departments with a combined total of 30 personnel and \$8 million in annual revenue. Achieved record sales increase of

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**PROFESSIONAL DEVELOPMENT**

Certified Special Events Professional: 2010 – present (through ILEA)  
Diversity in the Workplace: Part I: Washington DC, May 2009 Part II: New Orleans, LA Sept 2009 - Certification Received  
Volunteer Management Boot Camp: AARP National Office, Washington DC, July 2006  
Membership Development Workshop: AARP Foundation, Washington DC, October 2005  
"Community Action Organizing" AARP Regional Office, Dallas, TX, April 2006  
"Inside the Foundation": Asset & Fund Development: AARP Foundation, Washington DC, December 2008  
Event Planning Seminar: New Orleans Chamber of Commerce Special Series, June 1998

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**PROFESSIONAL ACHEIVEMENTS**

**AARP:** Researched and wrote a White Paper exploring the concept of engaging young professionals ages 25-45, from a wide range of professions, to discuss healthcare and other aging issues and how to improve those issues long before a person is AARP age. Result: The concept gained national attention and a "Futures Council" was formed in Louisiana; subsequently, the initiative was adopted in several states.  
**Baton Rouge Symphony:** BRSO Gala named to The Advocate's Top 10 Parties in Baton Rouge for 2016 (#5)

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**ACTIVITIES & ORGANIZATIONS**

**Board of Directors:** C.B. Pennington, Jr. YMCA 2006 - 2011  
**Memberships:** Baton Rouge Events Association (BREA) 2015-present  
Sales & Marketing Executives (SME) 2011-2014  
Junior League of Baton Rouge 1996-2003  
American Red Cross ARC Angels 1998 – 2012  
Forum 35 1993-2004  
**Fundraising and Event projects for:** YMCA of the Capital Area, LASM, Istrouma Area Boy Scouts Troop 505, Goodwill Industries, BUST Breast Cancer, Community Fund for the Arts Campaign (Arts Council of GBR), St. James Episcopal Day School, Trinity Episcopal Day School, American Red Cross, Baton Rouge Symphony, Baton Rouge Food Bank

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**EDUCATION**

St. Joseph's Academy, Baton Rouge, LA 1980-82  
Woodlawn High School, Baton Rouge, LA 1982-84  
Louisiana State University, Baton Rouge, LA 1984-86  
Georgia State University, Atlanta, GA Associate of Science in Marketing 1989