

Content Portfolio

Tyler Johnson

Content Creator | Strategy, Content, Growth

Who I Am

TYLER JOHNSON
CONTENT CREATOR

During my years at Wartburg College, I developed a passion for visual storytelling. With four years of experience under my belt, I honed my skills in creating video and social media campaigns that effectively connect brands with their target audiences.

I focus on brand storytelling, content strategy, and digital growth. My methods blends creativity with performance, consistently supported by valuable insights.



What I Do

TYLER JOHNSON
CONTENT CREATOR

I've built digital content and strategies across a range of industries including sports, religion, entertainment, outdoor activities, and creative tech. Each experience has sharpened my ability to adapt messaging to diverse audiences while maintaining strategic consistency.

Digital
Marketing
Strategy

Content &
Campaign
Planning

Social
Media
Planning

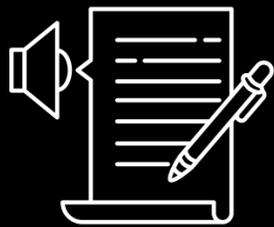
Email
Marketing

Paid Ad
Strategy

Digital
Marketing
Strategy

Skills Snapshot

TYLER JOHNSON
CONTENT CREATOR



Write and Edit

Produce written content, tailor to audiences, proofread



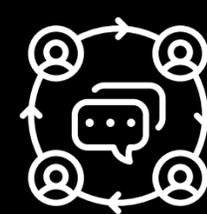
Research

Find reliable info, inform strategy



SEO

Keyword research, optimizing search engines



Storytelling

Crafting narratives, conveying messages



Adaptability

Staying updated, experimenting with new formats

My Process

TYLER JOHNSON
CONTENT CREATOR



Where I'm Going

TYLER JOHNSON
CONTENT CREATOR

- Expanding into conversion-focused content
- Exploring deeper SEO and storytelling integration
- Working more with conscious, mission-driven brands
- Long-term goal: Become a Marketing Manager for a major company or franchise

Design Projects

JOURNALISM
Writing and editing film scripts

MULTIMEDIA
Media and videography experience

ART
Makeup and set designs

CHEMISTRY
Bring a film to life with fake blood, smoke & fog, colored fire, etc.

ENGINEERING
Electrical and technical work

KNIGHT VISION FILMS NEEDS EVERY STUDENT'S SKILLS

Coffee

Barrel Aged
Maple Syrup

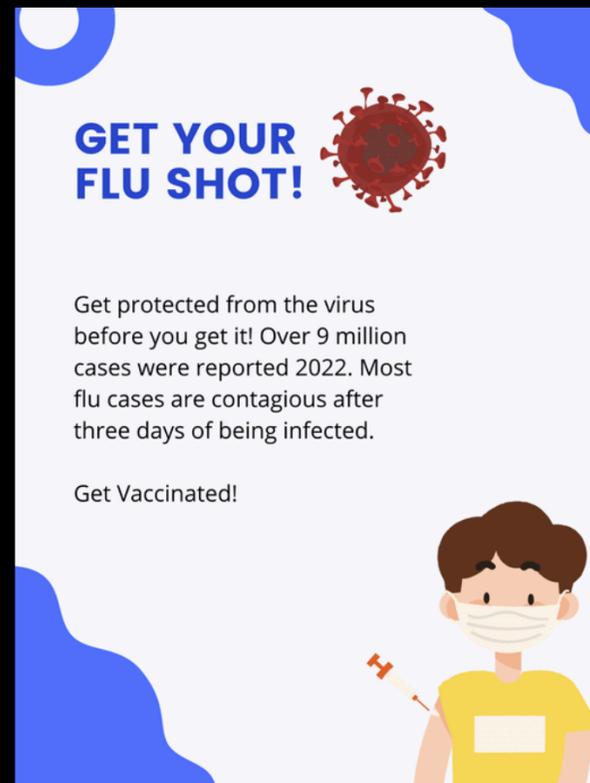
FINISHER
The Journey of Kiara Djoumessi

April 4, 2023 | Neumann Auditorium
3.30 p.m.

Luotatio PRODUCTIONS

KV
KNIGHT VISION FILMS

Social Media Projects



Stay Healthy, Stay Safe!

Protect yourself and your loved ones—get your flu shot today!
Visit Walgreens in Waverly, Iowa to get your flu vaccine.
Schedule your appointment now and help keep our community healthy!



Family Playground Night

Mark your calendars! On Friday, May 3rd from 6 to 8 p.m. at St. Paul's Lutheran Church & School's playground we are hosting a Family Playground Night! Join us for fun yard games, playground activities, and some snacks!
You don't want to miss out on this amazing family fun event! For more information, please contact Deb Bachman, St. Paul's director of faith formation, at deb.bachman@stpaulswaverly.org or 319-352-3850.



German Dinner Fundraiser

The youth attending the 2024 ELCA Youth Gathering are hosting a German Dinner on Sunday, October 29 starting at 5 p.m. This fundraiser dinner will consist of three courses of appetizers (pretzel and brat bites with dipping sauces), main course (German Goulash served over potatoes with sauerkraut and bread) and a variety of dessert options. Cost is \$25 per ticket (must pre-register) and all the proceeds will help the students attending the 2024 ELCA Youth Gathering in New Orleans. You can register online. Deadline to register is Wednesday, October 25. If you are unable to attend, but would like to support the youth, you can make a donation online or by dropping it off at the church office. If you have any questions, please contact Deb Bachman in the church office.

Mockups



✂️ Ready to Defend Our Ice! ✂️

Our Omaha Lancers are suiting up for battle—standing strong, united, and ready to conquer the season! 🏒🔥

Join the ranks of true fans and secure your spot in the arena. Season tickets are ON SALE NOW! Experience every heart-pounding moment, every epic save, and every victory—live and in full Lancer orange, black, and white.

Are you ready to stand with us?

Tap the link in our bio to get your season tickets today!

#LancerPride #OmahaLancers #DefendTheIce
#SeasonTickets #HockeyFamily



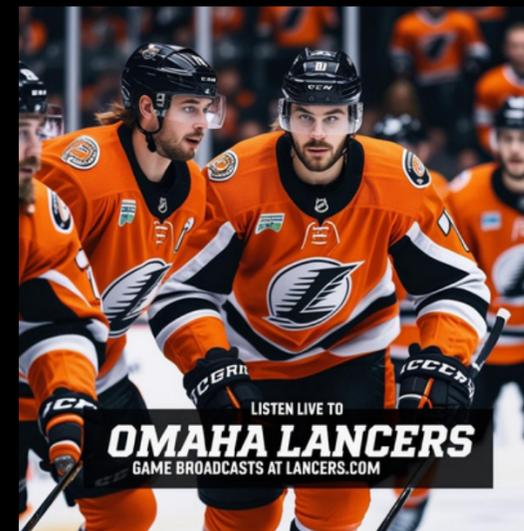
⌚ The countdown is ON! Only [X] days until the puck drops at Liberty First Arena and the Omaha Lancers hit the ice for an epic new season! 🏒🔥

Don't miss a single moment—secure your season tickets now and be part of the action from the very first faceoff on September 5th.

Let's fill the arena with Lancer pride!

Get your tickets today—link in bio.

#LancerPride #CountdownToHockey #OmahaLancers
#SeasonTickets #LibertyFirstArena



⌚ Can't make it to the arena? We've got you covered! 🎧🏒 Catch every slapshot, save, and goal—live! Tune in to the Omaha Lancers game broadcasts straight from our website.

Don't miss a moment of the action—visit omahalancers.com and listen live!

#LancerPride #ListenLive #OmahaLancers #GameDay
#HockeyBroadcast



Become part of the Lancers family—join the Omaha Lancers Booster Club! 🏒🔥

Support your favorite team, connect with fellow fans, and enjoy exclusive perks like special events, meet-and-greets, and behind-the-scenes access.

Ready to take your Lancer pride to the next level? Sign up today at omahalancers.com!

#LancerPride #BoosterClub #OmahaLancers
#JoinTheTeam #HockeyFamily

Video Projects

[Finisher Trailer](#)

[Mardi Gras Promo](#)

Mockups



Lets Connect!

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Phone:
319-693-8234



Thank you!