

Warner Johnston

wj@warnerjohnston.com • www.linkedin.com/in/warnerjohnston • www.warnerjohnston.com

Collaborative Leader & Public Relations Executive

Build Empowered Teams | Create Tactical & Strategic Plans | Raise Brand Awareness

As a passionate, data-driven communications specialist, I develop strategies that expand corporate reach within targeted markets. Leveraging my experience in public relations, branding, and marketing, I quickly assess internal and external conditions and apply proven best practices and improvements. I am recognized for building and leading cross-functional teams that harness and grow skillsets leading to improved engagement, media attention, and ultimately business results. In my next role, I will leverage my tactical and strategic skills as a senior leader to drive performance and secure new opportunities for growth.

**Strategic Planning & Analysis | Client Relationship Management | Corporate Communications
Business Process Controls | Crisis Communications & Management | Budget Administration
B2B / B2C Marketing | Multimedia Strategy | Content Marketing | Data Analytics**

Career Experience

5 BOROUGH COMMUNICATIONS | Principal

5/2021 to present

5 Borough Communications is an integrated communications agency handling internal and external engagement and specializing in helping companies design their first communications office to scale, develop their in-house capabilities, and optimize their current operations. Clients include technology, lifestyle, and consulting firms.

ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS (ACCA)

2011 to 4/2021

Based in the UK, ACCA is the largest global body of financial professionals & accountants, with over 800,000 members and students in 179 countries. Established in 1904, ACCA was founded on the principles of inclusion and opportunity.

CEO of USA Region | Head of External Affairs

Recruited to open and manage the first US office, hire and coach key staff, implement a tactical management plan, and position organization for sustainable growth and enhanced brand recognition within the USA.

- Created new business opportunities and boosted brand recognition by nurturing partnerships with Fortune 500 companies, top-tier media brands, government entities, local regulators, media, and policy influencers.
- Generated 34% of the company's global media coverage, improving brand recognition in-country and abroad by overseeing extensive campaigns.
- Attained 200% growth in recruits by piloting a university partnership program comprised of 12 top-tier business schools across the USA.
- Achieved 98% annual retention and 25% increase in overall membership by developing strategic roadmaps and rejuvenating member and partnership network.
- Produced an annual cybersecurity thought leadership platform involving thousands of participants.
- Realized savings of 40% over the past three years by introducing new technologies and efficiencies, allowing redirection into market and PR activity.
- Served as interim CEO for Canada and Caribbean offices with subsequent leadership of local employees.
- Awarded annual Chief Executive Award for Diversity and Top Manager Award; served as Chair of international LGBTQIA+ committee.

...continued...

Warner Johnston

Page | 2

NYS EMPIRE STATE DEVELOPMENT CORPORATION

2007 to 2011

ESDC is the principal economic vehicle for the State of New York and is responsible for promoting the state economy, encouraging business investment and job creation, and supporting local economies.

Vice President of Public Affairs

Experienced rapid career advancement gaining promotion from Downstate Director to Vice President with subsequent management of 3 offices statewide, reporting to Chairman.

- Planned and implemented strategic growth initiatives, rebranding office of public affairs, and overseeing operations as Chief Spokesperson and advisor to Governor's Office, Chairs, Board of Directors, department heads, and agency officials.
- Designed strategic communications and PR campaigns that elevated brands, including I LOVE NEW YORK, Erie Canal Harbor, Governor's Island, Brooklyn Bridge Park, and Lower Manhattan Development.
- Launched top-tier media (paid and earned) placement campaigns, weighing the impact of critical business drivers and analyzing statewide and regional interests.
- Identified and fostered partnerships with media organizations and outlets, including print, broadcast, radio, and online platforms, developing an expanded following.
- Increased traction within targeted markets by coordinating strategic planning across the organization, executing proactive media engagement initiatives, and leveraging social technology and internal/external communications.
- Facilitated B2B marketing and relationship building with Fortune 500 companies by developing an online business portal for diverse regions and industry sectors.
- Acquired new engagements for Chairs, including town halls, editorial board meetings, and speaking engagements with policymakers and various civic groups.

CITY OF NEW YORK

2001 to 2007

DEPARTMENT OF PARKS & RECREATION | Director of Public Affairs / Chief Spokesperson

- Directed communications and strategic social media presence, supervising all communications.
- Promoted and oversaw the release of Metro-Parks newspaper, achieving distribution of 300,000 copies.
- Conceived and produced "It's My Park" television series, currently airing on NYC-TV.
- Increased positive news coverage by 20% by introducing strategies that skillfully revitalized the Parks Department's visibility.

DEPARTMENT OF CITYWIDE ADMINISTRATIVE SERVICES | Director of Communications

- Enhanced citywide emergency communications, serving as agency liaison to New York City Office of Emergency Management.

OFFICE OF THE MAYOR | Deputy Press Secretary

- Served as a member of quick-response team, engaging with senior-level administration officials in generating responses, crisis communications, and promoting the City of New York.

Education

Master of Public Administration (MPA), New York University

Master of Social Work / Psychotherapy (MSW), New York University

Bachelor of Science (BS), Health Science, New York College at Brockport