



Zahara "Zee" Johnson

EXPERIENCE

Contact

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Education

2013

BS, Print Journalism
Morgan State University
Baltimore, MD

Expertise

- Content Creation & Management
- Copyediting
- Social Media Marketing
- Interviewing & Transcribing
- Website Management
- Newsletter Creation & Distribution



2023 - 2024

Senior Executive Media | Remote

Staff Writer

At Senior Executive Media, I was a beat writer providing service journalism in two coverage areas: learning and development and health tech. With an array of responsibilities, my key focuses were interviewing senior executives with 1,000 or more employees; transcribing interviews for usage in multi-source stories, Q&As, and company resources; social media content planning; creating and deploying weekly newsletters for both verticals; leading writing workshops; and more.

2021 - 2023

SharedXpertise | Philadelphia, PA

Associate Editor

As an Associate Editor, I wrote cover stories, feature stories, and newsletters on the topics most impacting HR leaders; produced newsletters for EMEA, APAC, and MENA audiences; interviewed HR executives and transcribed copy for online publication; recorded and edited podcasts; proofread freelance article submissions; and created monthly lead reports to assist sales team in the acquisition of association members.

2021 - Present

Lay Haircare | Somerdale, NJ

Owner and Media Manager

As the owner and Media Manager for Lay Haircare, my responsibilities include overseeing the production and shipment of organic hair products worldwide; distributing daily marketing emails to generate online sessions and sales; posting to social media accounts with all original content; and organizing collaborations with market influencers to drive brand exposure and attract a broader audience.

2016 - 2019

Eathill.com | Cherry Hill, NJ

Food Writer

During my tenure as a Food Writer, I dined at restaurants in Southern New Jersey and wrote detailed reviews on my experience. I also interviewed staff and management about origin, importance, and impact of cuisine; ensured a quick turnaround time for all articles; and captured/edited professional food photographs to lure hungry readers.

2014 - 2015

Baltimore Sun | Baltimore, MD

Columnist

As a Columnist, my main duties included writing articles on relationship issues affecting adults between 20- and 30-years-old; transcribing oral interviews into clean, readable copy; ensuring a quick turnaround time for all work; and fact-checking interview subjects.