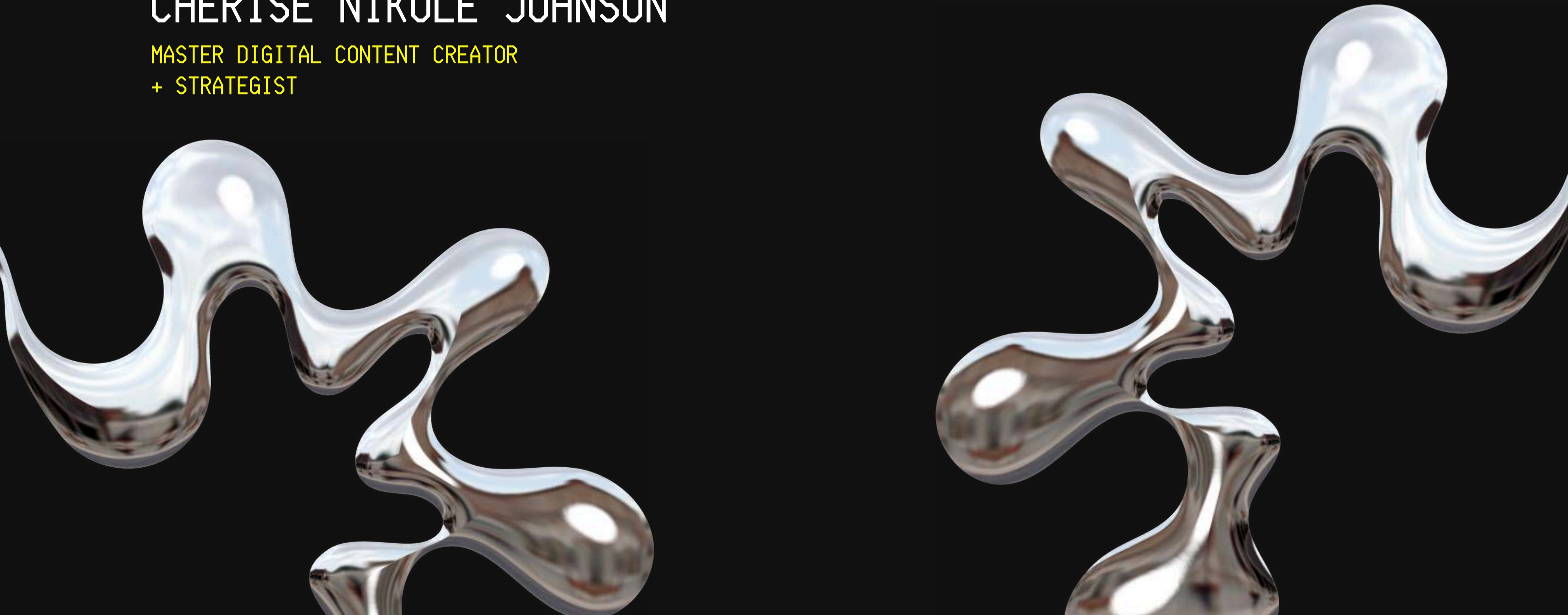


CREATIVE PORTFOLIO

CHERISE NIKOLE JOHNSON

MASTER DIGITAL CONTENT CREATOR
+ STRATEGIST



CREATIVE PORTFOLIO

Master Digital Content Creator + Strategist



HELLO, MY NAME IS **CHERISE JOHNSON** AND I AM MUSIC INDUSTRY DIGITAL CONTENT CREATOR, OWNED MEDIA EXPERT AND JOURNALIST. KNOWN TO MAKE THINGS HAPPEN, **I COLLABORATE ON CREATIVE IDEAS AND EXECUTE THEM.**

MY MOST RECENT WORK LIES WITH UPROXX WHERE I MANAGED THE VOICE OF THE MUSIC SOCIAL MEDIA ACCOUNTS, CURATED THE POPULAR LIVE PERFORMANCE SERIES 'UPROXX SESSIONS' AND OVERSAW THE PRODUCTION AND TALENT BOOKINGS OF ORIGINAL PROGRAMS 'HOW I BLEW UP,' 'BEHIND THE VIDEO,' 'REACT LIKE YOU KNOW' AND 'WHO IS.'



CREATIVE PORTFOLIO

Project Portfolio

TAKE A LOOK



CREATIVE PORTFOLIO



uproxx ✓ UPROXX Music

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where sound meets vision

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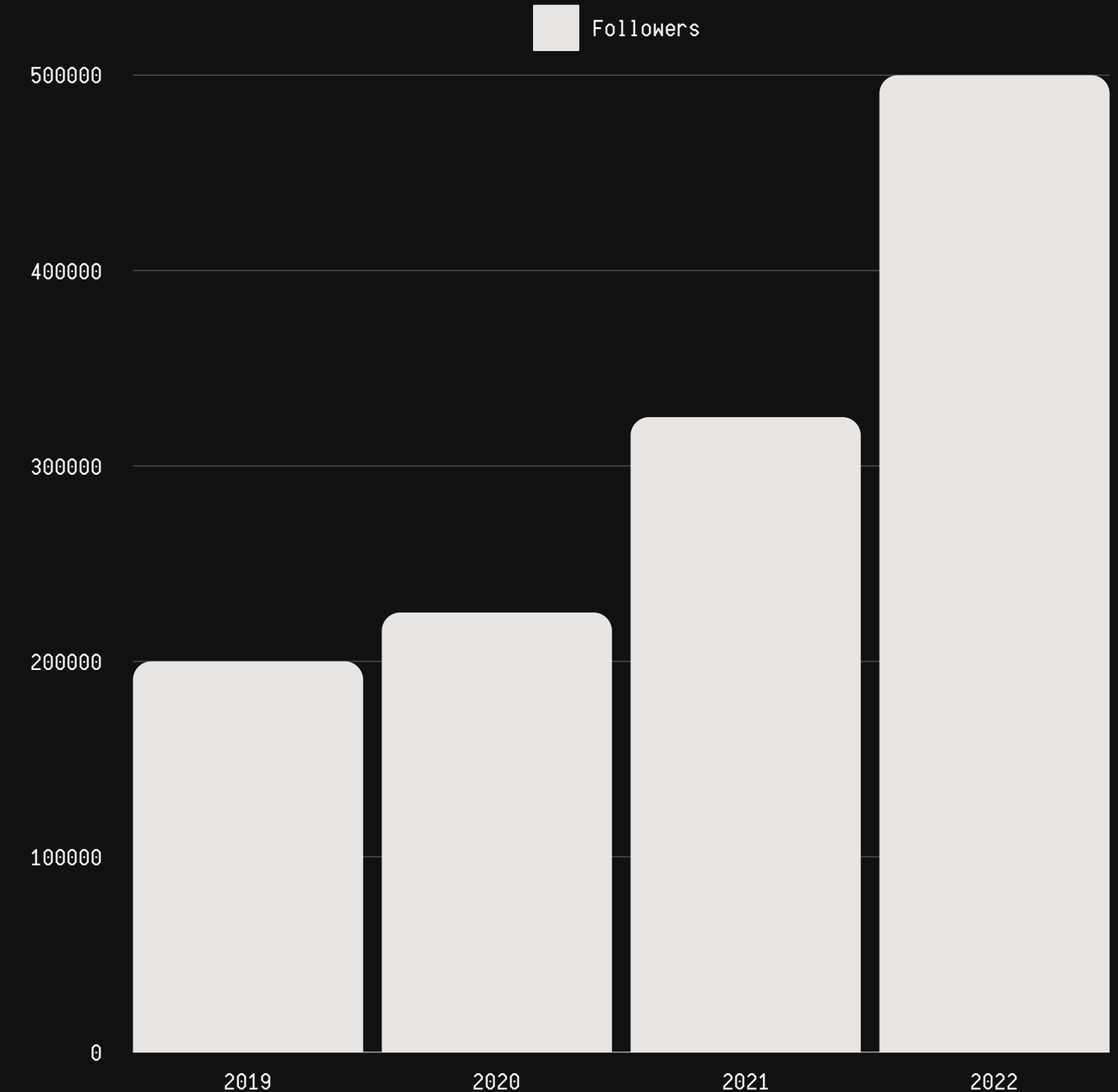
↕ Reposts

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Playlists



Project 01



TIKTOK AUDIENCE GROWTH

WITH CAREFUL PLANNING AND DATA ANALYTICS, I WAS ABLE TO GROW UPROXX'S BRAND NEW TIKTOK ACCOUNT TO OVER **1.2 MILLION FOLLOWERS**, AVERAGING A **GROWTH RATE OF 27% PER YEAR**.

HOW: A COMMITTED, CONSISTENT SCHEDULE, COMBINED WITH A NEVER-ENDING LOOP OF CREATIVE PLANNING.

KEY: THE PERFECT BALANCE OF OWNED MEDIA, USER GENERATED CONTENT AND TRENDS FOR A DIGITAL ECOSYSTEM OF CONSTANT ENGAGEMENT WITH THE AUDIENCE AND UPROXX BRAND.

CREATIVE PORTFOLIO

Project 02

UPROXX SESSIONS

I WAS TASKED WITH USING MY EXPANSIVE NETWORK OF MUSIC INDUSTRY CONTACTS TO BOOK AND CURATE THE LIVE PERFORMANCE SERIES 'UPROXX SESSIONS.' I WAS ALSO RESPONSIBLE FOR OVERSEEING THE POST-PRODUCTION AND DISTRIBUTION OF OWNED MEDIA ACROSS ALL SOCIAL MEDIA PLATFORMS FOR **A UNIQUE INTEGRATED COMMUNICATION SYSTEM.**

OVER 100 ACTS BOOKED. OVER 105M+ VIEWS. FOREVER VIRAL.



WATCH FULL SESSION



[YOUTUBE.COM/UPROXX](https://www.youtube.com/uproxx)

CREATIVE PORTFOLIO

Project 03

MADE FOR TIKTOK 

AS MORE SOCIAL MEDIA PLATFORMS BEGIN TO FAVOR VERTICAL VIDEOS, I PIVOTED TO CREATING OWNED MEDIA "MADE FOR TIKTOK" INTENTIONALLY TAILORED FOR EACH ARTIST.





Who Is Rico Nasty?

I INTERVIEWED RICO NASTY FOR THE MINI-DOC 'WHO IS RICO NASTY' AND WAS ALSO RESPONSIBLE FOR ITS DISTRIBUTION ACROSS ALL SOCIAL MEDIA PLATFORMS. THIS INCLUDED FINDING UNIQUE WAYS TO REPURPOSE THE DOC FOR **BITE-SIZED CONSUMPTION**.



i remember the first time
i wore black lipstick



Saweetie f/ Doja Cat "Best Friend" Lyric Video

COLLABORATING WITH SAWEETIE'S DIGITAL MARKETING TEAM, I CREATIVE DIRECTED THE MAKING OF A LYRIC VIDEO FOR HER SONG "BEST FRIEND" FEATURING DOJA CAT TO BE DISTRIBUTED ON UPROXX MUSIC'S YOUTUBE. TIMING AND FRIENDLY ENGAGEMENT WAS KEY TO ITS MORE THAN **295M VIEWS**.



BACH ENTERPRISES
 King Bach's "Black Panther Parody"

I WAS RESPONSIBLE FOR CASTING THE EXTRAS, **MADE SURE EVERYTHING RAN SMOOTHLY** AND THAT TALENT KNEW THEIR CALL TIME. I SPENT A LOT OF QUALITY TIME AT WESTERN COSTUME COMPANY AND LEIMERT PARK TO CREATE THESE LOOKS.



HIPHOPDX

The Thought Box

I CREATED THIS ENGAGING SERIES TO **HELP ARTISTS TELL THEIR STORIES** IN A WAY THAT WOULD TRANSLATE INTO A **VIRAL MOMENT FOR HIPHOPDX'S SOCIAL ACCOUNTS AND WEBSITE.**



SKILLS

SOCIAL MEDIA
OWNED MEDIA
TIKTOK
INSTAGRAM/META
X (TWITTER)
YOUTUBE
CONTENT PRODUCTION
PROBLEM SOLVING
MEDIA PLANNING
COPYWRITING
SCRIPT WRITING
STRATEGY
RESEARCH
DATA ANALYSIS
CREATIVITY
PROJECT MANAGEMENT
LINUX
ADAPTABILITY
FORESIGHT

ADOBE PHOTOSHOP
CAPCUT
COMMUNITY MANAGEMENT
DIGITAL MARKETING
INFLUENCER MANAGEMENT
GOOGLE ADS
LATER



Work Experience



I HAVE BEEN WORKING IN THE ENTERTAINMENT INDUSTRY SINCE I MOVED TO LOS ANGELES FROM HOUSTON, TEXAS OVER 10 YEARS AGO. NATURALLY, I'VE PICKED UP A LOT OF SKILLS I AM GRATEFUL FOR ALONG THE WAY. ALL OF THEM HAVE BEEN USEFUL ALONG MY JOURNEY IN BECOMING THE DIGITAL STRATEGIST I AM TODAY.



The Forefront Group → PRESENT

Digital Media Manager (Freelance)

MANAGE SOCIAL MEDIA FOR NICHE MEDIA ACCOUNTS. DEVELOP DIGITAL MEDIA PLAN FOR AUDIENCE GROWTH USING DATA ANALYTICS.

Warner Music Group @ UPROXX → 2018-2024

Freelance News Writer into Digital Media Content Manager

DEVELOPED & PRODUCED OWNED MEDIA. CURATED DIGITAL CONTENT FOR VARIOUS PROGRAMS INCLUDING LIVE PERFORMANCE SERIES 'UPROXX SESSIONS' AND THE STORYTELLING MINI-DOC SERIES 'HOW I BLEW UP.' BOOKED TALENT AND CONDUCTED INTERVIEWS.

Bach Enterprises → 2018-2019

Executive Assistant

ASSISTED CEO IN DAY-TO-DAY ACTIVITIES, SCHEDULE, TRAVEL, MEETINGS, FILM SHOOTS, COSTUME DESIGN AND EVENTS. ASSISTED IN THE MANAGEMENT OF 10+ INFLUENCERS.

Work Experience

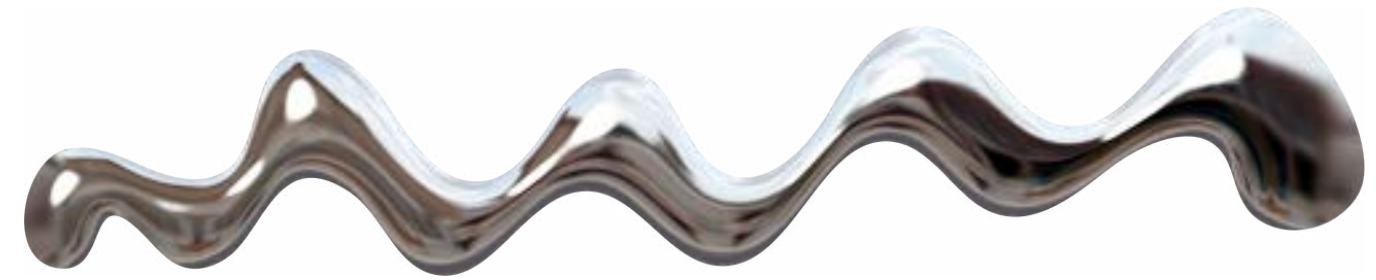


I STARTED OUT AS AN INTERN AT FASHION AND ENTERTAINMENT PUBLIC RELATIONS FIRMS WHILE ALSO WORKING AS A FREELANCE MUSIC JOURNALIST. THIS IS THE PATHWAY THAT HAS LED TO MY WORK IN SOCIAL MEDIA AND DIGITAL CONTENT PRODUCTION.



CREATIVE PORTFOLIO

Education



STRATEGIC COMMS STUDENT



2026

University of Houston

BA, STRATEGIC COMMUNICATION

SPRING 2026

Awards + Associations

2024 NATIONAL CYBER SCHOLAR. 2024 WASHINGTON MEDIA SCHOLAR SEMI-FINALIST. WOMEN IN CYBERSECURITY. PRE-LAW SOCIETY MEMBER.

Let's Stay In Touch!



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