

Jax Johnson

SOCIAL MEDIA MANAGER | CONTENT & PAID MEDIA | BRAND PARTNERSHIPS

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PROFESSIONAL SUMMARY

Social media and content leader who runs the full pipeline from creative production to paid media to partnerships. Built a paid ads operation producing 60 creatives per week across \$50K to \$100K in monthly Meta Ads spend while directing 40+ content creators, and grew personal and brand accounts past 220M lifetime views and 40K followers.

CORE COMPETENCIES

Social & Content: Short-form video, hook writing, UGC creation, content calendars, trend research, on-camera hosting; TikTok, Instagram, X, Facebook, Snapchat

Paid Media & Performance: Meta Ads Manager, full paid ads pipeline, creative and A/B testing, audience targeting, conversion tracking, budget management (\$50K to \$100K monthly)

Management & Growth: Creator and team management (40+), posting schedules, brand outreach and partnerships, sponsorship ROI, campaign planning, analytics

Tools: CapCut, Adobe Premiere, Canva, Descript, Meta Business Suite, AI content tools, HubSpot CRM, Salesforce, Microsoft Office

PROFESSIONAL EXPERIENCE

Director of Partnerships & Activation / Marketing Director

April 2026 to Present

Creed Bible App

Remote

- Built and ran the paid ads pipeline end to end, producing 60 creatives per week while managing a team of 40+ content creators
- Directed Meta Ads campaigns across \$50K to \$100K in monthly spend, using creative testing, audience targeting, and conversion tracking to drive installs and growth
- Scaled AI-generated content workflows to increase creative volume and testing velocity while controlling production cost
- Moved to Director of Partnerships, closing church and Christian apparel partnerships through 500 weekly emails, cold calls, and custom pitch decks drafted

Founder & Creator Manager

2026 to Present

JX Creatives

Dallas, TX

- Founded a creator management practice overseeing posting schedules and content output for multiple creators ranging from 15K to 150K followers
- Coordinate brand partnerships and sponsored campaigns on behalf of clients, from outreach through deliverables and reporting
- Lead side projects and new ventures from concept through launch, building lightweight tools and systems to support creator workflows

Content Creator & Brand Partner

2024 to Present

Independent (@NotJax, @j.xjohnson) and Sponsored UGC

Virtual

- Grew @NotJax on TikTok to 55M+ lifetime views, 20K followers, and 7.9M likes, and Instagram @j.xjohnson to 150M+ views since January with 37.4M accounts reached in 30 days
- Generated \$15K+ in revenue through brand deals and a 3-month livestream campaign with partners including Gymshark, Yahoo!, BottleBuddy, Snowverb, Dime Inc, Ailith AI, Recapture, and InsightTimer
- Delivered sponsored UGC for the Creed Bible App (@jax.prays: 14M+ views, 75+ videos per month) and Insight Timer (@jax.relates: 150K+ views in 30 days)
- Used analytics to test hooks, refine posting schedules, and lift watch time/engagement across multiple accounts on varied platforms

Social Media Student Worker

Spring 2026

Baylor University, Social Media

Waco, TX

- Produced and curated short-form video, driving 200K+ views across the first three personally created videos, including on-camera interviews, walk by videos, and current trends
- Applied trend forecasting within university brand standards and collaborated with departments to capture major events in compliance with Baylor University legal requirements and regulations
- Filmed and edited roughly two videos per week and contributed content concepts in team brainstorming, helping shape the account's TikTok and Instagram calendar

TikTok Creator Intern

Spring 2026

ESPN Central Texas

Waco, TX

- Built ESPN Central Texas social platforms under new management as part of a three-person production team, producing multiple videos per week
- Attended live broadcasts, studio podcasts, and in-field productions, capturing photo and video on-site and editing it into same-week social content

EDUCATION & EXTRAS

Baylor University

December 2026

Bachelor of Business Administration | Double Major: Sales Strategy in Sports & Entertainment Marketing and Management Information Systems | GPA: 3.3

- 1st Place Overall, SAP Sponsorship Challenge, judged by executives from SAP, Playfly Sports, and SBRnet; built an enterprise-grade sponsorship website (267 commits, 80+ hours)
- HubSpot Social Media Marketing Certification, Salesforce Trailhead (20,000 points, 80+ badges), Microsoft Office Specialist (Word, Excel), Registered Sports NIL Agent