ALEX **JOHNSON**

STRATEGIC COMMUNICATIONS FOR SUSTAINABILITY



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PROFILE

A highly creative and experienced communications strategist and creator, specializing in sustainability. Former Lead Editor at Anthesis and Head of External Communications at Ball Beverage Packaging EMEA. Leads agency and internal teams to design and execute meaningful strategies, campaigns and assets which meet the expectations of diverse audiences, from regulators and investors to customers, consumers and potential recruits.

SKILLS

- Copy/editing and writing
- Sustainability communications
- Communications strategy
- Public Relations
- Content strategy
- Creative production
- Connector across disciplines
- Commercial nous
- Experienced line manager
- French speaker

EDUCATION

MANCHESTER UNIVERSITY

- BA Hons, 2:1
- Human Communication and Drama

ST, EDWARD'S OXFORD

- 3 A-Levels
- 10 O-Levels

EXPERIENCE

LEAD EDITOR, ANTHESIS CONSULTANCY

Aug 2023 start, left Nov 2024

Contributed to successful pitches and Lead Editor/Writer on numerous high-profile 2024 corporate sustainability communications projects:

- Nestlé Creating Shared Value and Sustainability Report – judged best of 235 reports in 2024 PwC Swiss Sustainability Reporting Awards for retail and consumer.
- Nescafé Plan 2030's progress report.
- Carlyle Group sustainability report.
- L'OCCITANE Group sustainability report.
- ENVEA sustainability report.
- Trafigura sustainability report (part of a team).

FREELANCE LEAD WRITER/EDITOR

Mar 2023 to July Dec 2023

- Content lead on sustainability report for renewable energy company.

HEAD OF EXTERNAL COMMUNICATIONS, BALL BEVERAGE PACKAGING, EMEA

Oct 2019 start, promoted in Dec 2021, left Apr 2023

- Worked closely with the internal comms, sustainability and commercial teams, amplifying significant announcements and creating content.
- Developed agency network to Initiate and manage impactful media campaigns reaching mainstream and target business media in the Czech Republic, France, Germany, India, Russia, Serbia, Spain, UK.
- Managed media and customer events including ground-breaking ceremonies of new factories in the Czech Republic and the UK.

EXPERIENCE

HEAD OF MEDIA, PAVEGEN SYSTEMS LTD

Jan 2017 to Sept 2019

- Client-facing role, crafting all communications strategy and messaging of campaigns for award-winning, clean-tech start-up.
- Led all comms for successful crowdfunding campaign, raising £2m from private investors.
- Public speaking, running events, awards, articles and producing social and video content for clean-tech manufacturer.
- Clients included Google, BNP Paribas, Masdar City, Siemens and Transport for London.
- Successfully delivered campaigns independently and with clients, with significant ROI.

FREELANCE EDITOR, WRITER AND CREATIVE IN SUSTAINABILITY COMMUNICATIONS

Aug 2016 to Dec 2016

- **CNN Create:** writing and editing branded content microsite for COP23 UN Climate Change Conference.
- **Casual Films:** creative, creating pitch materials and then writing scripts and storyboarding for branded content films for PwC, a UK Police Force agency and Next.

HEAD OF MEDIA, CONTEXT GROUP, SUSTAINABILITY COMMUNICATIONS CONSULTANCY

Aug 2014 to July 2016

- Responsible for expanding digital and creative output of leading sustainability communications agency.
- Led and won numerous pitches, delivering award-winning digital projects for UK and US clients including IKEA, Mars and PepsiCo.

FREELANCE SUSTAINABILITY COMMUNICATIONS CONSULTANT

Aug 2014 to July 2016

- **Salterbaxter**: consulting and writing a large number of published materials including sustainability reports, microsites, newsletters, scripts and speeches for clients including Allianz, C&A, PVH, Sky, Thomson Reuters and Toyota UK.
- **M&S**: Editor of 'Plan A' sustainability newsletter: researching and writing stories for audience of staff, suppliers and investors.

COMMUNICATIONS DIRECTOR, CLOWNFISH/DENTSU

June 2010 to Aug 2011

- Ran a young team as we integrated into the (Dentsu) Aegis Network.
- Secured new role within the group to develop sustainable marketing products and services.

MEDIA AND PUBLICATIONS MANAGER, FORUM FOR THE FUTURE

Dec 2007 to Jun 2010

- Supervised multimedia activities, publications and media relations for leading sustainable development NGO.
- Wrote and developed a digital/video strategy. Successfully pitched and delivered multimedia project for Levis and London Fashion Week.

MD OF MUSIC VIDEO PROUCTION COMPANY, VIDEO DIRECTOR + FREELANCE JOURNALIST

Sept 2002 to June 2007

- Produced and directed numerous music videos for hit bands including Ash, Mylo and Manic Street Preachers.
- Established and developed a roster of award-winning directors.
- Wrote features and columns, predominantly for newspapers such as The Times and Evening Standard.