

JOHANNA WEBER

EMAIL // johanna@popandawe.com

WEB PORTFOLIO // www.popandawe.com

SKILLS

Strategic Planning
Leadership & Team Building
Brand Management
Strategic Partnerships
Market Research & Analysis
Digital Marketing
Content Strategy
Budget Management
Cross-functional Collaboration
Product Marketing
Thought Leadership
Audience Engagement

AWARDS

“40 under 40” Rising Stars
in Media and Marketing
AdAge // 2019

NPR Financial
Sustainability Award // 2017

NPR Innovation Award // 2017

SPEAKING ENGAGEMENTS

Podcast Movement
Evolutions // 03.23
Movement // 08.23

Digital Summit
DS @ Home // 10.20
Washington, DC // 9.19
Philadelphia // 7.19

Advertising Week
NYC // 9.19

EDUCATION

B.A. / English Literature
Muhlenberg College
University of Edinburgh

Collaborative leader with 25 years hands-on experience developing brand identities, increasing brand awareness, driving revenue growth, and building meaningful audience engagement. A servant leader who believes in the power of listening and dialogue to turn a brand's users into advocates.

TINKERCAST || SEPTEMBER 2022 - MAY 2024

Senior Director, Brand Marketing & Communications

Led Marketing for Tinkercast, creators of the #1 kids podcast and 2024 Fast Company Most Innovative Company, creating experiences that connected curious kids and grown ups to experiences that ignite imaginations.

- Led social media strategy built around YouTube channel relaunch resulting in 21% YOY growth in reach, 7% YOY growth in post engagement and followers, and 2220% YOY growth in YouTube views.
- Developed go-to-market strategy for launch of TinkerClass, the first interactive, K-5 educational podcast program, leading to more than 1200 new sign ups in under three months for an estimated reach of more than 24,000 students.
- Strategic lead for redesign of Tinkercast's Membership product leading to +141% in YOY sales, acquisition of 1000+ new members in 14 months, and enhanced experience with increased value for members while maintaining an average 55% profit per sign up.
- Collaboratively designed and implemented departmental processes, leveraging the collective expertise of our team. Streamlined workflows and project management to achieve tangible advancements in productivity and performance.

POP & AWE || AUGUST 2020 - PRESENT || Founder & Owner

Pop & Awe helps brands share their story in a way that connects them with their audiences and builds brand advocates. With specific experience in audio, we've partnered with brands to understand their voice, so that they can infuse it into experiences that reach new audiences, drive revenue growth, encourage collaboration, inspire engagement, and above all inspire awe. Launched in 2020, we've partnered with Share our Strength, World Central Kitchen, Greater Public, Stride, Story of Our Schools, Complexly, and more.

NATIONAL PUBLIC MEDIA / NPR || December 2011 - January 2020

Led B2B audience engagement, thought leadership, PR, inbound lead generation, customer / market research, and branding for NPR's sponsorship subsidiary, National Public Media (NPM).

Vice President, Sponsorship Marketing (January 2019 - January 2020)

Senior Director, Sponsorship Marketing (March 2015 - December 2018)

Director, Sponsorship Marketing (January 2014 - March 2015)

Marketing Manager, PBS Sponsorship (December 2011 - January 2014)

- Led go-to-market strategy for NPR Sponsorship products through earned, owned, and paid media delivering +25% YOY inbound leads resulting in \$3M in incremental sales.
- Developed event sponsorship product into a seven-figure revenue line; served as senior leader in development of *Tiny Desk Contest* and *How I Built This* event series.
- Established NPM's PR practice driving 275% avg. annual increase in media requests and 300+ press mentions in *Variety*, *Wall Street Journal*, *AdWeek*, *The New York Times*, etc.; secured speaking opportunities at SXSW, CES, Cannes, etc. for earned value of \$1M+ over three years.
- Proactively reported on ROI of sales marketing efforts resulting in 200% expansion of team staff over three years — 12 FTEs in 2019 — and annual budget increases.

NATIONAL BUILDING MUSEUM || 2006 - 2010 // Marketing Manager

BURT HILL || 2002 - 2006 // Marketing Coordinator