



Superseed



Customer Cultivator™

Superseed > Margo Johnson > Bio

Margo Johnson is an award-winning creative director who provides solutions in creative management, integrated marketing and brand building for the internet, print or tv. As a problem solver, Margo combines marketing strategy, business savvy and technology to deliver profitable results.

Recently Margo has managed creative for two of the top ten online advertisers: Orbitz and VistaPrint. With her experience as a Creative Director at top agencies in California and Chicago, she managed teams to win accounts, define strategies and implement solutions in marketing, e-commerce, online advertising, print, video and broadcast design.

Margo has served on the board of directors for the American Center for Design and taught design at USC and other colleges. With national awards and work published in The Wall Street Journal, LA Times, Metropolis, The One Show, Emigre and many books, she holds a BFA from Michigan and an MFA in Design from California Institute of the Arts.

RECENT CLIENTS: ORBITZ, VISTAPRINT, EFAVORITES, LIONBRIDGE, DECISION LOGIC, CSN, CIEE COUNCIL EXCHANGE, ABLE INNOVATIONS, FALKOR CONSULTING, PROCURA HEALTH, RISING MEDICAL, BETTER HEALTHCARE, SPASSO FOODS, DORITI GELATO, THE CHICAGO SHEDD AQUARIUM, CAMBRIDGE HISTORICAL SOCIETY, AURA DAY SPA, LATHER.

PAST PROJECTS/CLIENTS: AMERICAN AIRLINES, EF TRAVEL, MSNBC, MICROSOFT ENCARTA, CBS SPORTSLINE, MORNINGSTAR, WAL-MART, SAM'S CLUB, FTD, THE UNIVERSITY OF CHICAGO SCHOOL OF BUSINESS, APPLE COMPUTER, SUN MICROSYSTEMS, GENERAL MOTORS, FUJITSU, AVERY DENNISON, CBS TELEVISION, DISNEY, VIRGIN, TIME TELEPICTURES, BMI AND WARNER BROS. RECORDS.

PORTFOLIO: superseed.com/portfolio

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INDUSTRY EXPERIENCE:

- Spearheaded design of online branding solutions for FTD, Sam's Club, Chicago Graduate School of Business, Avery, Sun.
- Led integrated marketing campaign strategy for Microsoft Encarta, MSNBC, CBS SportsLine.
- Crafted strategies that helped MSNBC capture #1 online rank; audience grew 400% to 8 million in 18 months.
- Developed/executed multimillion-dollar online advertising initiative for Orbitz, achieving record conversion rates.
- Increased user registration 1200% and boosted online flight bookings 200% for American Airlines.
- Key in growing agency revenue from \$8 to \$36 million in 3 years by building team and pitching to win new clients.
- Created high-profile campaigns at Warner Brothers, including successful ads in Rolling Stone and Billboard.
- Served on board of directors for The American Center for Design, 1999-2002.

design & integrated marketing

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