

A black and white portrait of Dawnita Johnson, a woman with voluminous curly hair, wearing a dark blazer. She is resting her chin on her hand and looking directly at the camera with a neutral expression. The background is plain white.

EPK

DAWNITA
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& COMPANIES

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ABOUT

I am the jack-of-all-trades hailing from the heart of Alabama with a background in recruiting top talent and streamlining small business operations. I am a seasoned professional who knows how to get things done. My true passion lies in event management, where I have a talent for bringing people together and creating unforgettable experiences.

Now, I am on a mission to pay it forward and help other young professionals reach their full potential. Through offering digital products, event management services, and some well-placed advice, I am determined to empower the next generation to tackle the business world with confidence. So whether you're looking to up your HR game, plan the event of the year, or just need a little guidance, I've got you covered. Get ready to level up and make some memories!



CONTACT INFORMATION

Dawnita Johnson & Companies
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334-318-9593

Social Media Handles:

DF Facebook - <https://www.facebook.com/itsDawnFresh>

DF Instagram - <https://www.instagram.com/itsdawnfresh>

DF Twitter - <https://twitter.com/itsdawnfresh>

(Personal) Instagram - <https://www.instagram.com/dawnitadj>

(Personal) TikTok - <https://www.tiktok.com/@dawnitadj>

(Personal) Twitter - <https://twitter.com/dawnitadj>

LinkedIn - <https://LinkedIn.com/in/dawnitajohnson>

DEMOGRAPHICS & PSYCHOGRAPHICS

225,954 MONTGOMERY POPULATION

Target Population

29,893 MALE
48 %

62,322 TARGET POPULATION

32,429 FEMALE
52 %

Dawnita Johnson & Companies is the go-to destination for the cool kids on the block. We cater to the fashion-forward, tech-savvy, and community-driven demographic of 20 to 39-year-olds who are not content to just sit back and let life pass them by. Our tribe is made up of creatives, freelancers, and small business owners who are forward-thinking and eager to grow their talents and businesses. We're all about inclusivity and empowering those who have something to say and share with the world. So, whether you're an up-and-coming designer, a talented photographer, or a savvy tech entrepreneur, we've got your back. Come join the party and let's make some magic happen!

Montgomery, Alabama - 225,954 (Total Population)

Target Population: 62,322 or 27.22% of Montgomery, AL population

Male: 29,893 or 47.97%

Female: 32,429 or 52.03%

United States of America - 332,031,554 (Total Population)

Target Population: .019% of United States of America population

Source: US Census Bureau

MARKETING OPPORTUNITIES

Dawnita Johnson & Companies presents a unique marketing opportunity for organizations seeking to partner or sponsor forward-thinking creatives, freelancers, and small businesses. By aligning with Dawnita Johnson & Companies, organizations can tap into a growing network of like-minded individuals and businesses who prioritize innovation, creativity, and entrepreneurialism. Through event management services, Dawnita Johnson's Dawn Fresh provides an opportunity for companies to engage with their target audience in a meaningful way, while the digital download store offers a platform to showcase products and services to a broader audience. This partnership can provide a mutually beneficial arrangement for companies looking to expand their reach and promote their brand, while also supporting the growth of small businesses and independent creatives.

EVENT SPONSORSHIP OR PARTNERSHIP -
MARKETING (SOCIAL, EMAIL, EVENT, SMS) -

SERVICES

BRAND EXPERIENCES -
EVENT IDEATION & STRATEGY -

SHOP

STANDARD OPERATING PROCEDURES
HOW-TOS

SOCIAL MEDIA

121

FACEBOOK

968

INSTAGRAM

41

TIKTOK

454

TWITTER

1.2K

LINKEDIN

DOWNLOADS

Dawn Fresh Logo

Dawnita Johnson's Headshot 1

Dawnita Johnson's Headshot 2

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