

# JOHNNY NEWNES

MOVEMENT & MINDFULNESS  
INSTRUCTOR, CONTENT PRODUCER,  
PROJECT MANAGER, & WRITER.

## CONTACT



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## PROFILE

Seasoned movement & mindfulness instructor with a history in marketing, project management, content creation, and copywriting. Producing classes, programs, and content in the health & wellness space.

## SKILLS

Project Management

Content Strategy

Copywriting

Editing

Public Speaking

Facilitation

Talent Management

Corporate Wellness

## MODALITIES

Meditation

Breathwork

Mindfulness

Vinyasa Yoga

Yin Yoga

Strength Training

## EXPERIENCE

### MOVEMENT & MINDFULNESS INSTRUCTOR

#### Independent | Oct 2013 - Present

- Lead yoga & fitness classes at multiple studios.
- Design and implement employee wellness & mindfulness programs for corporate organizations.
- Host corporate wellness & mindfulness sessions.
- Facilitate trainings & workshops.

### MARKETING & PROJECT CONSULTANT

#### Independent | Dec 2017 - Present

- Provide services including digital marketing, copywriting, and project management for clients.
- Aid as interim marketing & project manager on an as needed basis.
- Enhance brand content strategy and voice.
- Craft new systems for future teams to utilize.

### CONTENT CREATOR & AUTHOR

#### Johnny La Pasta | Aug 2015 - Present

- Produce wellness & mindfulness content under moniker Johnny La Pasta.
- Author articles & essays for proprietary website.
- Generate content and manage social media channels.
- Host the "What's the Pasta" Podcast and facilitate interviews.
- Establish and maintain brand partnerships.

## EDUCATION

Bachelor's of Arts in  
Screenwriting  
Chapman University

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## CERTIFICATIONS

E-RYT 200

YACEP

Certified Group Fitness Instructor

Certified Yin Yoga Instructor

Trauma Informed Teacher

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## AWARDS

Best of 2018 Certificate of  
Appreciation for Outstanding  
Dedication & Wonderful  
Embodiment  
CorePower Yoga OC

Meritorious Service Award 2015  
BJ's Restaurants, Inc.

Best Food Blog 2013 - 3rd Place  
Orange County Press Club

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## INTERESTS



## EXPERIENCE

### MARKETING MANAGER

#### Greenleaf Gourmet Chopshop | Jan 2017 - Dec 2017

- Oversaw marketing efforts across all channels.
- Managed all digital marketing channels & campaigns.
- Evolved Greenleaf's digital presence.
- Expanded email marketing program by acquiring new subscribers and increased open rates by 2%.
- Established brand partnership programs at the corporate and local level leading to thousands of new customer conversions and public relations exposure.
- Directed photo & content production shoots.

### SENIOR DIGITAL MARKETING COORDINATOR

#### BJ's Restaurants, Inc. | Jan 2016 - Jan 2017

- Supported marketing efforts across all digital channels.
- Managed all digital marketing channels and revolutionized BJ's Restaurant's digital brand voice.
- Conceptualized and executed digital and social media campaigns to generate sales, one such campaign hailed as the main driver of an additional \$900K in one day.
- Conducted the redesign & relaunch of BJ's website, a Master Business Objective for the CMO, and delivered the project ahead of schedule to outstanding reviews.
- Acted as in-house copywriter for digital & print.
- Facilitated wellness programs for the entire company.

### SOCIAL MEDIA MARKETING COORDINATOR

#### BJ's Restaurants, Inc. | Sep 2013 - Jan 2016

- Updated and organized BJ's social media strategy.
- Collaborated with operations teams to provide customer support via social channels.
- Developed fresh content productions.
- Headed influencer outreach programs.
- Authored BJ's "Brewer Blog".
- Supported BJ's marketing department as a whole.

### WRITER

#### Premazon Consulting | Dec 2010 - Sep 2012

- Authored over 3,000 articles for Premazon's clientele.
- Conducted research for the article subject matter.
- Assisted in special projects.