



Ty Johnson

CREATIVE BRAND STRATEGIST
& PROJECT MANAGER



Project Management



Brand Strategy



Digital & Interior Design



Content Management

ABOUT ME

Hi, I'm Ty — a strategic creative and business minded organizer with 7+ years of experience helping brands in the beauty, wellness, and creative industries grow with confidence and clarity. From visual brand development to launch planning and content management, I specialize in bringing order to creative chaos. I support entrepreneurs through customized coaching, project direction, and thoughtful strategy grounded in purpose and aesthetics.

EXPERIENCE HIGHLIGHTS

Slay Studios RVA (2020 – 2024)

- **Owner, Property & Project Manager**
- Managed 13 creative studio spaces and supported renters with business growth. Developed content, events, and customer engagement tools.

One Divine Online (2018 – Present)

- **Owner, Mindset & Business Coach**
- Worked with 100+ clients on branding, offers, and content strategy. Helped coaches and creatives launch services, courses, and websites.

TOOLS & PLATFORMS

- Canva
- Wix
- Acuity
- Google Suite
- Instagram
- TikTok
- CapCut
- Zoom
- Square (POS)

CONTACT INFORMATION

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 Richmond, VA

 www.OneDivine.online

 @TyTheCurlEducator
@OneDivineOnline
@SlayStudios.RVA





TY JOHNSON

CREATIVE BRAND STRATEGIST & PROJECT MANAGER

PROFILE

Creative professional with 7+ years of experience helping beauty, wellness, and creative businesses grow through impactful storytelling, strong visual identity, and strategic planning. I specialize in blending creativity with structure – guiding entrepreneurs, educators, and service-based brands through brand development, digital content creation, and operations.

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EXPERIENCE

OWNER, PROPERTY & PROJECT MANAGER

Slay Studios RVA – Henrico, VA

2020 – 2024

- Efficiently handle the management of 13 studio spaces with contractual agreements for both short- and long-term leases.
- Streamline equitable business opportunities by providing spaces for professionals within diverse industries with a concentration in beauty and wellness.
- Exhibit effective communication with renters by facilitating quarterly meetings, keeping renters abreast of property changes, and standardizing consistent correspondences on a daily, weekly, and monthly basis.
- Demonstrate flexibility by offering weekly, bi-monthly, and monthly payment agreements with tenants.
- Subject matter expert of social media marketing to appeal potential renters.
- Conduct property tours of studio spaces for the interest of potential renters.
- Enhance the knowledge of renters by providing business and self-development resources.
- Partake in professional development to enhance knowledge of property management laws and regulations.
- Proficiently organize periodic cleanings, maintenance, upgrades, security systems, inspections, and utility payments.
- Plan and host private events for renters to encourage fellowship and public events for the community to bring awareness to the business.

Highlights

- Instagram Social Media Manager: @SlayStudiosRVA
- Multi-tasked the management of properties in 3 demographic locations for 15+ renters.
- Diversify usage of rental spaces by designating 3 studios for rotational events.
- Exemplify inclusivity by offering temporary (1-2 day) rentals to renters of various circumstances.
- Increase community relationships by providing free studio rentals to mothers and professionals in need of services.

EDUCATION

INTERNATIONAL BACCALAUREATE

Meadowbrook High School

2012 – 2016

BACHELOR OF SCIENCE – BUSINESS

Virginia Commonwealth University

2017 – 2019 (Pursued Credits)

KEY SKILLS

- Creative Writing
- Copywriting
- Marketing and Branding
- Web Design
- Graphic Design
- Leadership
- Relationship Building
- Effective Communication
- Financial Management
- Social Media Management
- Detail Orientation
- Conflict Management
- Strategic Thinking
- Creative Thinking
- Flexibility
- Organization
- Time Management
- Project Management
- Property Management
- Tenant Laws
- Customer Service
- Problem Solving

EXPERIENCE CONTINUED

OWNER & NATURAL HAIR CARE EDUCATOR

Healthy Curl Collective - Richmond, VA

2018 - Present

- Successfully mentor and coach 100+ individuals on natural hair care practices while balancing an average of 20 clients per week.
- Create video tutorials of natural hair care instructions and increase accessibility by offering group and individual sessions.
- Utilize Acuity to efficiently schedule client appointments.
- Spearheaded and curated the operations and business functionality for over 6 years prior to launching.
- Actively engage in networking opportunities by persistently attending community events to boost clientele.

Highlights

- Instagram Social Media Manager: @TyTheCurlEducator
- Skillful social media expert with 14K Instagram followers and 100+ Facebook reviews and a 5-star satisfaction rating.
- Offer complimentary natural haircare services to women and mothers in distress.

OWNER, MINDSET & BUSINESS COACH

One Divine Online - Richmond, VA

2018 - Present

- Exceptionally balance the coaching and consulting of client's businesses regarding business development, management, and branding both in-person and virtually.
- Actively listen to client's business needs to effectively curate branding techniques based on thorough assessment and analyzation.
- Proficiently assist an average of 8 individual clients per week in addition to facilitating group coaching with an average of 10 clients at once.
- Strategize techniques to increase brand awareness for various industries with a concentration in beauty and wellness.
- Build strong relationships with clients through consistent communication.

OWNER & PROJECT MANAGER

Sistas Who Slay, Inc. (Non-Profit) - Richmond, VA

2018 - 2019

- Executed Presidential duties including approving of all business actions, managing the board committee of 10 members, and organized board meetings.
- Collaboratively gathered resources focused on the beauty and wellness industry.
- Professionally networked with other non-profits and small businesses to strengthen connections within the community.

Highlights

- Instagram Social Media Manager: @OneDivineOnline (renamed)
- Creatively curated initiatives such as facilitated the organization of large platform pop-up events, giveaways, and raffles.
- Enhanced the professional aspect of business owners by providing professional headshot photography, planned mindset building, and coordinated various women empowerment activities.

TECHNICAL SKILLS

- Microsoft Office Suite
- Canva
- Square (POS)
- Squarespace
- Acuity Scheduling
- StyleSeat
- Asana
- Photoshop
- iMovie
- Videoleap
- CapCut
- Telegram
- Voxer
- Quickbooks
- Alibaba
- Aliexpress
- Wix
- WordPress
- Google Suite
- Zoom
- WebEx
- Microsoft Teams
- Adobe PDF
- Dropbox
- DoorLoop
- TenantCloud
- Peerspace
- Giggster
- Eventective
- Yelp
- Etsy
- Content Management Systems
- Social Media Channels
 - Facebook
 - TikTok
 - Instagram