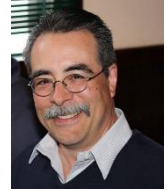




John McNeil Johnston

36 Henry Austin Drive
Wilton, CT 06897
203 563-0852



Web Developer, Copywriter, Digital Marketer

Highly experienced web-developer, writer, and designer with ongoing work creating, implementing, marketing and managing online presences for individuals, corporations, institutions and nonprofits. Designing and managing web sites since 1998 under the DBA name LightSites.

Offering a high level of expertise in copywriting, design, online database implementation, social media/marketing presence, SEO, analytics, graphic design and server-side infrastructure, Mr. Johnston effortlessly combines technical skill with creative thought for a comprehensive, 360° approach to web building.

Mr. Johnston has written book, lyrics and music for the musical TEACH, lyrics for the musical The Dancin' Fools, in addition to music for numerous other theatrical pieces, and is a professional performing musician.

Creative skills

Copywriting

Technical, Ad Copy,
Press Releases, Newsletters,
Lyrics, Prose, Theatrical

Music

Composition, Orchestration,
Lyrics,
(Mm. Mannes College of Music, 1988)

Performance

Professional Violinist since 1976
(Norwalk Symphony since 1999)
Swing 42 Gypsy Jazz trio
Composer/Orchestrator/Electric Bassist

Technical skills

Web Authoring

WordPress
CSS, HTML, MySQL, PHP
Hand coding
HTML 5 animation

Graphics

Photoshop
Illustrator
Newsletters, Ads

E-commerce

OpenCart
WordPress E-commerce Solutions
PayPal advanced implementations

Video

Production, Editing, Rendering all formats
Sony Vegas Video, Adobe Premiere
Flash & HTML5 video/animation
Videography (camera)

Database

MySQL/PHP

Audio Production

Full digital and MIDI production

Social Media

Facebook, LinkedIn, Google+
Instagram, Twitter
Page creation, authoring

Music

MIDI, Sibelius, Cakewalk,

John McNeil Johnston was born in San Francisco, and raised in Honolulu, Hawaii, where he attended Punahou School from Kindergarten through High School. He attended the Mannes College of Music in New York City and earned Bachelor of Music and Master of Music degrees in 1985 and 1988 respectively. He began designing web sites in 1998, founding LightSites as a sole proprietorship with the goal of providing high-level web design and consulting services to individuals and small companies at reasonable rates. He currently resides in Wilton, CT. A true Renaissance Man, none of the skills listed here are performed at anything less than a fully professional level.

Writing

Portfolio viewable online at McNeilJohnston.com/writing



LightSites.com – Created all written and visual content.

www.LightSites.com

YoungsNurseries.com – Responsible for proofreading, editing, and formatting all online content, Create all text and graphic content for weekly eMail Newsletter.

<http://www.YoungsNurseries.com>

Web Development

Portfolio viewable online at LightSites.com/portfolio

Brand Publishing Institute

2015-present

Dynamic site of the Brand Publishing Institute, this site represents an achievement in synergy of writing, design, SEO and marketing skills.

Reference: [Stephen Diorio, CEO](#)

www.BrandPublishingInstitute.com

Wilton Economic Development Commission

2014-present

The official site of the Town Of Wilton, CT's Economic Development Commission, this is a state-of-the-art WordPress site that utilizes many dynamic features to deliver content in a streamlined and current framework.

Reference: [Peter Gaboriault, Chairman WEDC](#)

www.WiltonEDC.org

Young's Nurseries

2008-present

Redesign using MySQL/PHP database-driven content management system. Also includes dynamic product database with images. Additionally, Young's sends out a weekly Newsletter via YMLP.com, a function that I implemented and manage. Served as marketing liaison with partners creating catalog databases, event coverage and social media presence maintaining brand identity integrity.

Reference: [Dave Gindek](#),

www.youngsnurseries.com

Vice President / Secretary

John Howard Performance Sports

2013-present

The business site of cycling legend John Howard, this site features full shopping cart [OpenCart] implementation.

Reference: [Ralph Walker, CEO](#)

www.johnhowardsports.com

Other LightSites sites:

Original designs by John McNeil Johnston

www.TheChicSense.com 2007

www.LightSites.com 1999

www.RichieFontana.com 2002

www.DavidRuffo.com 2008

www.YankeeMusic.com 1998

www.ToBeFastest.com 2015

www.JaneShelly.com 2015

www.CTEdge.org 2013

Representative listing only. There are currently over 25 active LightSites web sites, with several currently in development.

More...

Currently involved in a number of high-profile 'site rescues'. These are situations in which the current site designer/webmaster has become noncommunicative and/or adversarial, and I have successfully returned site control back to the owners.

Social Media Placement has become another vital part of my work. Click to view the [LightSites Facebook page](#).

And here to view [LightSites on LinkedIn](#)

Other design projects pending.

References:

[Karen Kovach](#), Jewelers Vigilance Committee

Wilton First Selectman [Bill Brennan](#)

[Dave Gindek](#), Young's Nurseries

[Richie Fontana](#)

[Ralph Walker](#), CEO, John Howard

[David Ruffo](#)

Performance Sports

[Jane Shelly](#)

[Robert Lee Morris](#), Jewelry design legend

[Many other references available upon request.](#)