

# Kevin Johnson

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## EDUCATION

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**University of California, Riverside**

*Bachelor of Arts, Creative Writing*

Riverside, CA

Graduated June 2017

## RELEVANT EXPERIENCE

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### **InnovateEDU**

Brooklyn, New York

October 2025 - Present

#### *Project Lead*

- Developed and managed the master project plan, including detailed timelines, action items, and resource allocation for National AI Literacy Day. Proactively tracked progress, identified risks, and ensured all deliverables are completed on schedule and to a high standard
- Oversaw the design, content, and functionality of the National AI Literacy Day website using Squarespace. Ensured that the website was engaging, up-to-date, and provided a seamless user experience
- Served as the primary point of contact for a diverse group of internal and external stakeholders, including sponsors, educational partners, vendors, and internal teams. Fostered strong relationships through clear and consistent communication
- Executed a multi-channel communications strategy to promote National AI Literacy Day. Managed social media accounts and campaigns to drive engagement and awareness across diverse media channels.
- Managed and prioritized shifting deadlines expertly, adapting the project plan as needed while keeping the team on track
- Led project meetings, created status reports, and ensured all team members and stakeholders were informed of key developments and decisions

### **Raspberry Pi Foundation**

Cambridge, UK

December 2023 - July 2025

#### *Program Manager*

- Led strategic growth and engagement initiatives for the U.S. branch of the world's largest network of youth coding club programs (Code Club and CoderDojo) founded in the UK and Ireland (operating in over 100 countries)
- Designed and delivered scalable training materials, onboarding resources, and operational processes for over 2 million club volunteers
- Improved retention rates by implementing community enablement tactics such as mentorship programs and knowledge-sharing events
- Partnered cross-functionally with marketing and curriculum teams to align program goals and measure impact
- Managed volunteer onboarding, training, and support systems, including development of resource toolkits and support channels
- Maintained databases and reporting to track program KPIs, identify areas for improvement, and scale impact
- Recruited, onboarded, and managed all new business partners, both nationally and globally, to drive company growth and market expansion

### **Raspberry Pi Foundation**

Cambridge, UK

February 2019 - December 2023

#### *Program Coordinator*

- Planned, delivered, and reported on engagement strategies that resulted in a sustained number of clubs running regularly, making Code Clubs and CoderDojos more impactful and resilient
- Maintained effective relationships with partners and stakeholders to ensure visibility and growth of Code Clubs

- Managed communication with prospective and existing Code Club & CoderDojo leaders, fielding questions, prepping email campaigns, and providing content for Code Club communications (including mailings, blogs, social media content, and newsletters)
- Fostered community among youth program volunteers, encouraging collaboration and shared learning. Consulted new and existing club leaders to inform program development
- Collaborated with colleagues responsible for RPF's other products, sharing learning and supporting initiatives as appropriate
- Worked with colleagues to ensure club programs' tools and processes are efficient and effective, including maintaining shared resources such as Salesforce database, documents, printed collateral, and digital media
- Organized logistics of marketing and outreach efforts to promote Code Clubs and CoderDojos at events & conferences

## **ADDITIONAL EXPERIENCE**

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### **Yates Creative**

Oakland, CA  
November 2022 - March 2025

#### *Digital Strategist (Contractor)*

- Created enablement content for nonprofits, including onboarding workflows, email campaigns, and digital resource libraries
- Developed communication strategies that supported program adoption and stakeholder engagement
- Conducted market research, analyzed data and trends, and identified best social channels and tactics to reach target audiences and drive engagement and conversions
- Working closely with marketing team members, supporting teams, and agencies and vendors to execute digital campaigns
- Analyzing customer and user data and measuring and reporting on the performance of digital campaigns

### **Bring Change 2 Mind**

San Francisco, CA  
July 2018 - February 2019

#### *Program Associate*

- Delivered engaging presentations about the BC2M High School Program to students, educators, and community partners across diverse settings
- Independently supported and managed a portfolio of BC2M high school school clubs (primarily virtually, with select in-person engagement) to successfully implement the BC2M program model
- Consistently collect and track critical data points about club demographics, activities, and support provided via resources such as Salesforce, Google sheets
- Supported the planning and implementation of regional events, including BC2M's Annual Student Summits.
- Provided feedback based on experience supporting clubs to help continually improve our program.

### **Munchery Inc**

San Francisco, CA  
September 2017 - March 2018

#### *Brand Ambassador*

- Executed B2B partnerships and educational initiatives to increase awareness and adoption of wellness-focused food solutions
- Created brand enablement content across digital and physical platforms
- Conducted product demos at partner retail locations to offer samples and answer customer questions
- Engaged with current and potential customers to generate excitement and loyalty for the brand and its offerings
- Built trusting relationships with potential customers to drive word-of-mouth marketing

### **University of California, Riverside**

Riverside, CA  
April 2015 - June 2017

#### *Resident Advisor*

- Responded to personal crises and emergencies of residents with promptness, dependability, and in a manner that shows care and consideration for individual and group needs

- Encouraged the personal, social, and academic development of students by spending a significant amount of time in the community area to get to know students by participating in large scale events, department, and University initiatives
- Demonstrated knowledge of campus resources and strategies related to personal and academic success and served as a referral agent to appropriate University and community services related to needs
- Fulfilled interaction strategy requirements as set forth by the Curricular Model, department, and supervisor. Initiated, planned, and implemented strategies according to the Curricular Approach Model
- Collaborated with the Resident Director, the Assistant Resident Director, and fellow student staff to create and host over 100 programs while also serving on a committee for community based on assessed need

## PROJECT EXPERIENCE

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**Coollest Projects USA/Raspberry Pi Foundation, *Event Host & Co-host*** March 2025 & March 2020

- Host/Co-host for the in-person events held in St. Paul, MN (2025) at the Science Museum of Minnesota and in Santa Ana, CA (2020) at the Discovery Cube Museum for the world's largest technology showcase fair for young digital creators aged up to 18 and the amazing things they make with technology.
- Projects are submitted by young creators in the following categories: Scratch, Web Design, Games, Mobile Apps, Hardware, Advanced Programming, and AI
- Coordinated logistics, interacted with guests, and managed the overall flow of the event to ensure the smooth operation and positive experience of the event from start to finish

**Digital Making at Home/Raspberry Pi Foundation, *US Communication Lead*** March 2020 - June 2021

- Hand-selected by CFO to be the US communications lead in a working group tasked with developing a global at-home learning program for young digital creators to jumpstart their digital making journey during the pandemic
- Developed and implemented the communications strategy for program including writing blogs, creating social media marketing content, brainstorming challenges and activity incentives for participation, and more
- All authored content is viewable here: <https://www.raspberrypi.org/blog/tag/digital-making-at-home/>

## SKILLS

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**Soft skills:** Program Management, Cross-Function Collaboration, Training & Onboarding Development, Operational Process Improvement, Stakeholder Engagement & Support, Volunteer Management & Mentorship, Content Creation (e.g. Email, Social, Web), Event Planning & Facilitation

**Hard skills:** Adobe Suites, Google Workspace, Scratch, Python, HTML/ CSS, Micro:bit, Arduino, Raspberry Pi hardware, CRM & Digital Tools (e.g. Salesforce, Canva, Figma)

## CERTIFICATIONS

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**Picademy/Raspberry Pi Certified Educator, *Raspberry Pi Foundation*** June 2019