

CYNTHIA JOHNSON

Entrepreneur, Speaker, Author & Influencer



ABOUT ME

Cynthia Johnson is an entrepreneur, marketing professional, author, and keynote speaker. She is Co-Founder at Bell +Ivy, an integrated marketing communications firm in Santa Monica, CA, and Las Vegas, NV. She is co-founder and Board of Directors at WonderKey Collective, a nonprofit focused on collecting and redistributing corporate technology to foster youth. Cynthia is an Advisory Board member for The Millennium Alliance, a leading technology, business, and educational advisory firm serving Fortune 1000 C-Level executives. She published her first book, Platform: The Art and Science of Personal Branding, in 2019 with Penguin Random House.

18K

EMAIL LIST

90K

PINTEREST
FOLLOWERS

51.5K

IG FOLLOWERS

1.4 M

TWITTER FOLLOWERS

Speaking + Media

Cynthia has been a keynote speaker for companies and events such as Alibaba Group in China, World Government Summit in Dubai, Global Ventures Summit in Indonesia and Mexico, and Web Summit in Lisbon, among others. She has been involved in influencer and marketing campaigns for PayPal, Walmart, American Express Business Platinum Card, IBI, and several other leading brands. Cynthia was listed as top personal branding experts by Entrepreneur, top 50 marketers on SnapChat by Mashable, top 12 Female Entrepreneurs that Inspire by Darling Magazine, and top 20 people in SEO by Guardian.

SERVICES

HOW I WORK WITH BRANDS

- Instagram content (posts, IGTV, stories, reels)
- Twitter (posts, live sponsored Twitter chat)
- Newsletter (giveaways, exclusive blogs)
- Product placement (live interviews, events, lives on social media)



AUDIENCE

WHO FOLLOWS ME

- 56% male, 44% female
- Average age 25-44
- 65% USA, 4.5 % Canada, 3% UK
- Topics: Business, entrepreneurship, marketing, bitcoin, media, banking, and investing

Brands I've Worked With



MEDIA + EVENTS



- "25 Socially Strong Entrepreneurs Every VC Should Be Following" - ADWEEK
- "The Influencers That Digital Marketers Are Following On Twitter" - Inc.
- "The Top 50 Marketing Influencers On Snapchat (That Aren't DJ Khaled)" - Mashable
- "The Top 100 Crypto and Blockchain Influencers (on Twitter)" - BlockInfluence
- "Come diventare un influencer, il personal branding" - Fortune Italia
- "How To Build A Personal Brand Without Being Annoying" - Forbes

AS SEEN IN



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