

Beatrice Johnston Bio

Beatrice Johnston is a marketing professional with over 15 years experience creating and supporting consumer brands in retail, beauty, and finance. As the director of Brand Excitement she designs marketing materials, websites, blogs and social media messaging that helps them to express passion, excite people and expand profits.

As a brand developer she has unique experience in advertising from both sides of the paper. As a Project Manager, Graphic Designer and Producer she has worked for several financial brands such as American Express and UBS, and as a fashion and commercial model for brands such as Revlon and Cosmopolitan. She has coupled this unique insight to help her clients build a profitable brand that is an authentic extension of their passion and expertise.

Mrs. Johnston currently serves as Publicity Director of Letip's Hoboken Chapter and is a member of The American Marketing Association, Ladies Who Launch, and The Hatch Network. She has spoken for Monster, Inc, NYU and several business organizations on education, social media and branding.

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