

KELLY FRAZER JOHNSON

PRESIDENT, CRYSTAL LAKE MARKETING & COACHING

PROFESSIONAL SUMMARY

Results-driven fractional healthcare growth marketer, coach, and entrepreneur specializing in healthcare B2B, nonprofit, and startup marketing. Passionate about driving measurable revenue growth, optimizing go-to-market strategies, and empowering professionals to build fulfilling, high-impact careers. Combines data-driven decision-making with personalized coaching to help organizations and individuals unlock their full potential, scale effectively, and maximize long-term value. Known for delivering strategic marketing solutions that enhance brand positioning, improve engagement, and generate sustainable business growth.

CONTACT

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WORK EXPERIENCE

Crystal Lake Marketing & Coaching, April 2017 - present

Fractional Healthcare Growth Marketing Executive

- Drives revenue and scalable growth for healthcare systems, startups, and B2B organizations through strategic marketing, GTM execution, and improving operational efficiency.
 - Builds and trains strategic marketing teams for clients based on their business goals and growth needs.
 - Develops data-driven marketing and GTM strategies for B2B health service organizations to optimize growth.
 - Optimizes operational processes to enhance efficiency, ROI, and cross-functional collaboration.
 - Current clients: Bon Secours Mercy Health, Conduit Health Partners, Bon Secours Occupational Health, CMG Health Marketing.
 - Sample of former clients: Emory School of Medicine, Wellstar Health System, Northeast Georgia Health System.

Healthcare Business Coach

- Empower healthcare entrepreneurs and solopreneurs to build and scale successful businesses by providing strategic coaching on marketing, sales, pricing, networking, and sustainable growth—helping them turn challenges into opportunities with confidence.

Career and Leadership Coach

- Empower professionals—from college students to directors—to clarify their career vision, build their personal brand, and navigate career transitions with confidence through strategic coaching and leadership development.

Healthcare Speaker and Trainer

- Motivate and develop healthcare marketing, sales, operations, and strategy teams through speaking/ training to align efforts, develop data-driven growth and leadership strategies, and navigate industry complexities with confidence.

Emory University School of Medicine (SOM), Department of Medicine, April 2014 - April 2017

Director of Marketing & Communications

- Built the Department of Medicine's marketing and communications program and team from scratch and served as a mentor/trainer for the SOM as they built out this function out.
- Designed and implemented internal and external communication initiatives, including branding, content development, and alumni engagement strategies, consistently earning top performance recognition from senior leadership.
- Spearheaded a website overhaul and digital marketing strategy, increasing online engagement by 800% and boosting page views by 40% within 12 months.

Emory Healthcare, Jan 2005 - April 2014

Assistant Director of Marketing, Senior Marketing Manager, and Physician Liaison

- Strategic marketing lead driving growth for Emory Healthcare's cardiology, orthopedics & oncology.
- Led the strategic rebranding and renaming of Emory University Hospital Midtown, overseeing all aspects from business planning to multi-channel marketing execution.
- Managed a team of Senior Marketing Managers, developing and executing multi-media marketing strategies across digital, print, events, and physician outreach, driving engagement and brand growth for multiple healthcare departments.

Adair-Greene Healthcare Communications, Dec 2003 - Jan 2005

Account Executive

- Developed and executed data-driven marketing strategies for healthcare clients, including Axcan Pharma, ArthroCare, and Polaroid, leveraging multi-channel campaigns to enhance brand awareness and customer engagement.
- Conducted in-depth market research and competitive analysis to inform strategic decision-making, optimizing messaging, positioning, and campaign performance to drive measurable business results.

Sanofi-Aventis, March 2000 - March 2003

Professional Sales Representative

- Consistently exceeded sales targets, achieving 118% of goal in 2002 and ranking in the top 5% of the company, while successfully elevating Nasacort AQ's market share from the bottom 20% to the top 10% nationwide within 18 months.
- Built strong physician relationships through strategic sales planning, effective brand messaging, and targeted promotional initiatives, earning a nomination for the Nova Award as the best new salesperson in the nation.

Competitive Resource Group, 1998 - 2000

Account Manager

- New Business Development - Spearheaded new business development, driving 40% of the company's overall growth in its first year while establishing key operational processes for the startup recruiting and training firm.
- Career and Leadership Coaching - Mentored and coached former collegiate student-athletes, helping them translate their athletic experience into marketable professional skills, enhancing their job search success and career readiness.

CERTIFICATIONS

Associate Certified Coach (ACC) - 2025

International Coaching Federation

Perpetual Shift Coach - 2024

Center for Executive Coaching

Positive Intelligence - 2024

Training Course

Communication Impact Coach - 2024

Center for Executive Coaching

Power and Influence Coaching - 2024

Center for Executive Coaching

Center for Executive Coaching - 2024

Executive Coach

ACADEMIC HISTORY

University of Georgia

Terry College of Business

- Graduated 1997
- Bachelor of Business Administration, Organizational Management
- Magna Cum Laude
- Awards: NCAA Post Graduate Scholarship, UGA Athletic Association female leadership award, Leadership UGA, 3x All American, 3x Academic All American, SEC Athlete of Week, UGA Swimming Scholar Athlete, Leadership and Hardest Worker Award (2x) & more.

Georgia State University

J. Mack Robinson College of Business

- Graduated 2007
- MBA
- Concentration in Marketing

VOLUNTEER AND COMMUNITY

UGA Master of Health Administration Board

Recruitment Committee Chair

Morgan County Upper 90 Club

Past President

UGA Athletic Association

Career mentor

Madison First United Methodist Church

Recording Secretary

UGA Bulldog Swim and Dive Club

Board Member and Former Secretary

Valley Farm HOA Board