



## Stevie Johnson

**Managing Director at Disrupt**

*"A leading voice in influencer marketing and social media"*

Stevie Johnson is managing director at influencer marketing agency Disrupt. Stevie's first experience with influencer marketing was a personal one. A Bafta-winning *Made in Chelsea* star for 7 series, Stevie was hugely popular and built a large fanbase.

### TOPICS:

- Influencer Marketing
- Social Media Trends
- Mental Health Awareness in Social Media
- Content and Digital Brand Strategy

### LANGUAGES:

He presents in English.

### IN DETAIL:

At that time, Stevie's first-hand experience and background in Marketing and Business meant he was one of the first marketers with this unique perspective. Since then, he used it to connect brands, influencers, and their audiences authentically. Stevie has worked with brands such as Disney, Bose, Ford, Peroni, Huel, Puma, and Vinted to activate their influencer campaigns and build out successful influencer marketing strategies. And at Disrupt, Stevie is showing how effective influence marketing can be at the heart of marketing strategy, as he continues to 'influence from the inside'.

### HOW HE PRESENTS:

Stevie's passionate, inspiring and exciting sessions are invaluable sources of actionable information. He is thought provoking and highly creative.