

CHARITY JOHNSTON

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vervewithcharity@gmail.com

Target Role: Summer Wrangler | Guest Experience | Ranch Operations (Mid-May–Sept)

PROFILE

Guest-forward ranch hand with a lifelong farm background and hands-on horsemanship experience. Raised around horses and barn life, comfortable catching, grooming, tacking, and handling horses with calm, confident energy. Experienced leading people, managing high-volume environments, and creating welcoming, “you’re family here” hospitality through years of client-facing photography work, executive assistance, and service-based roles. Hard-working, safety-minded, and adaptable—equally willing to saddle up for trail rides, muck stalls, mend fence, or jump into the kitchen/saloon when the team needs support.

CORE STRENGTHS

- **Horsemanship & Barn Work:** catching, grooming, tacking, basic riding, lunging, handling
 - **Trail Ride Support:** guest confidence, pacing, safety awareness, communication
 - **Ranch Chores:** feeding, mucking, cleaning, water/area checks, deep-cleaning
 - **Guest Experience & Hospitality:** warm presence, conversation, group leadership, service mindset
 - **Time Management & Reliability:** early mornings, physical workload, consistent routines
 - **Team Support:** flexible role coverage (barn + guest areas + kitchen help as needed)
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EXPERIENCE

FARM + HORSE + HOSPITALITY BACKGROUND (WRANGLER-READY)

Born and raised on a farm with horses, with a lifetime of hands-on equestrian care and barn responsibility. Comfortable moving through daily horse routines—from catching, haltering, grooming, and tacking to basic riding and lunging. Experienced reading animal behavior, maintaining safety standards, and keeping tack/feed areas clean, organized, and ready for the

next ride. Used to early mornings, physical work, outdoor conditions, feeding, mucking, scrubbing, hauling, and doing the same routines consistently because animals depend on it.

Alongside the barn background, Charity brings strong **guest hospitality** experience through service work (waitressing and bartending), which translates directly to Black Mountain Ranch's "bring guests into the family" culture. Skilled at welcoming guests, building quick rapport, managing groups, staying upbeat and professional during long shifts, and keeping the environment fun, safe, and comfortable—especially when guests are nervous, tired, or new to the experience. Comfortable socializing with guests throughout the day, supporting meal service and saloon needs when required, and contributing to a warm, memorable guest experience that drives return visits and tips.

EMPLOYEE | GOLDEN HAVEN RETRIEVER'S — Concord, NC

July 2024 – March 2025

Hands-on animal care in a fast-paced environment requiring daily routine discipline, safety, cleanliness, and calm leadership during unpredictable moments.

- Managed animal handling and safety during high-energy scenarios, stepping in quickly and confidently when needed
- Maintained clean indoor/outdoor facilities through detailed daily sanitation, pressure washing, and upkeep routines
- Supported breeding and neonatal care with attentiveness, consistency, and strong follow-through
- Coordinated transport to veterinary appointments and ensured animals were handled safely and efficiently

Transferable to wrangling: animal handling, safety-first mindset, physical labor stamina, routine discipline, facility upkeep, calm intervention.

SELF-EMPLOYED | MARKETING & LITERATURE

2023 – Present

Project manager and content/operations support across publishing and marketing—high ownership, strong communication, client experience, and deadline-driven work.

- Managed client communications, scheduling, contracts, and deliverables with professionalism and clarity
- Coordinated multi-step projects with tight timelines, maintaining strong organization and follow-through
- Worked in service-oriented roles that require warmth, composure, and confident leadership

Transferable to wrangling: guest communication, leadership, strong work ethic, flexibility, “people person” energy, proud hospitality.

LEAD PHOTOGRAPHER | YOUR STORY PHOTOGRAPHY

2015 – 2020

Led portrait and wedding experiences while managing crowds, timelines, emotion, and high expectations.

- Directed groups of all sizes with calm authority and upbeat energy
- Balanced customer service + logistics under pressure (weather, timing, conflict, high emotions)
- Built strong repeat-client relationships through friendliness, trust, and memorable experiences

Transferable to wrangling: guiding groups, guest confidence, speaking clearly, reading people quickly, creating a fun/safe atmosphere.

PHOTOGRAPHER / VIDEOGRAPHER / EXECUTIVE ASSISTANT / PODCAST PRODUCER / SOCIAL MEDIA MANAGER | ELIZABETH JOHNSTON BRAND

2020 – 2023

High-visibility, guest-facing role supporting a public brand across events, travel days, and content production—blending logistics, creative direction, and audience growth.

- Managed end-to-end social media execution across Instagram and TikTok: content planning, filming support, editing, posting, captioning, and maintaining a consistent brand voice
- Supported content strategy + performance with strong instincts for hooks, pacing, and audience retention; has 1.5M+ views across personal Instagram & TikTok
- Coordinated day-of production for events and travel content: shot lists, equipment prep, quick resets, and real-time problem solving under pressure
- Assisted with brand operations behind the scenes: scheduling, travel readiness, and keeping deliverables organized and on time
- Worked directly with the public in fast-moving environments, bringing calm, confidence, and hospitality while representing the brand professionally
- Adapted quickly to shifting timelines, last-minute changes, and unpredictable production variables while keeping the team grounded and moving forward

NANNY — Concord, NC

Summer 2024

- Supported full daily routine for a one-year-old: feeding, play, naps, meals, safety, and care

Transferable to wrangling: patience, calm energy, responsibility, safety, consistency, working with kids.

EDUCATION

High school education | Professional photography training
Psychology coursework (Liberty University) | Current enrollment (Asbury University)

TOOLS / SKILLS

- Strong customer service + guest-facing communication
 - Scheduling, logistics, travel planning, and team coordination
 - Physically demanding work ethic; early mornings; outdoor environments
 - Content creation / photo-video (helpful for ranch social content if needed)
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REFERENCES

Elizabeth Johnston — 740 | 973 | 0542
Jennings Burchfield — 980 | 621 | 3480
Sydney Boatman — 865 | 323 | 9864