



Bio & Resume of Charles Edward Johnson

Official Bio of Charles Edward Johnson

From the outside, success often looks polished, but Pastor CeJay's journey has been anything but easy. Kicked out of school and never completing the eighth grade, he endured seasons that could have broken him. He walked through bankruptcy, battled clinical depression, and carried the heartbreak of closing the very church he founded. In desperation, he lived inside that church building trying to keep the doors open, only to later find himself sleeping in hotels and even in the back office of a new business he started with nothing but a vision and faith in God.

But what the enemy meant for evil, God turned for good. Out of brokenness came breakthrough. Out of loss came legacy. Out of ashes came anointing.

Today, Pastor CeJay is a brilliant community builder, brand development expert, and nationally recognized force in ministry, media, and the marketplace. He has transformed pain into purpose, building a multi-faceted life's work that now employs dozens of people, impacts thousands of lives, and glorifies God every step of the way.

The Voice That Resonates Across Generations

Pastor CeJay is more than a leader—he is a voice. A voice of confirmation, credibility, and celebration. His commanding, iconic tone in gospel radio has made him one of the most recognized figures in the region and beyond. Affectionately called the Ark-La-Tex Ambassador of Gospel Music, he has brought nearly 200 national gospel artists to his region and is the only leader of his generation to bring home the industry's highest honor, the Stellar Award.

His impact includes:

- 25 Billboard Gospel Airplay Awards
- 5 Stellar Award Nominations
- 1 Stellar Award Win
- 24 Government Resolutions & Proclamations
- 43 Community & Industry Awards
- Inducted into Byrd High School Hall of Fame
- Inducted into Gospel Music Hall of Fame

Leadership in Ministry and Media

As the Founding Pastor of Faith City Church (formerly Faith Chapel), Pastor CeJay has spent two decades building people, restoring hope, and igniting purpose. His church and nonprofit, Community Caregivers of Northwest Louisiana, have touched thousands with outreach, mentorship, scholarships, and resources.

In media, Pastor CeJay serves as Director of KOKA Radio—The Heart of Gospel. Established in 1950, KOKA is a historic voice in Shreveport. Under his leadership, the station has been rebranded, revitalized, and relaunched into a new era, growing from 7 to over 40 paid programs, expanding to 35,000+ monthly listeners, and reaching thousands worldwide through streaming. Revenue has increased 80%, listenership has multiplied, and the station has been restored to national prominence, earning yet another Stellar Award under his direction.

Beyond the station, Pastor CeJay is the National President of the National Association of Gospel Radio (NAGR), America's only trade association representing radio professionals in the gospel/inspirational format. With member stations across 42 cities and a collective reach of over one million listeners, NAGR amplifies the power of gospel music nationwide.

Entrepreneur, Builder, and Visionary

Through CeJay Enterprises of Louisiana, LLC, Pastor CeJay has proven himself a bold entrepreneur. What began as a vision in the back office of a small business has now grown into a company serving over 3,000 customers, creating dozens of full-time jobs, and becoming a hub for innovation, media, and community impact.

Execution is his superpower—he not only dreams big but delivers consistently. His ventures uplift the local economy and continue to shine as an example of faith-driven business leadership.

A Heart for People, A Life of Impact

Pastor CeJay's legacy isn't just measured in awards and positions—it's measured in lives changed. He has partnered with schools to create youth programs, raised tens of thousands for local HBCUs, championed minority women entrepreneurs, and become a consistent voice against domestic violence—an issue deeply personal to him after watching loved ones suffer.

His leadership has been affirmed by elders like the late Dr. Harry Blake, who called him “a promising future for clergy who work within the community.” His influence is highly sought after by leaders for endorsement, reflecting the trust, credibility, and impact he carries across ministry, media, and marketplace circles.

The Man Behind the Mission

Born to Sha Dillard and Johnny Shepard, Pastor CeJay honors the legacy of his family while building one of his own. Despite not finishing eighth grade, he pressed forward and is now a proud graduate of C.E. Byrd High School (Diploma), Southern University at Shreveport (Associate in Business Management), University of Phoenix (Bachelor's in Management), and East Texas Baptist University (Master of Arts in Christian Ministry). Today, he also serves as faculty at Huston-Tillotson University, where he continues to shape and inspire the next generation of leaders.

His influence reaches beyond pulpits and radio studios. He serves on boards for tourism, chambers of commerce, and education, continuing to represent Shreveport-Bossier and the Ark-La-Tex with integrity and vision.

The Legacy of Pastor CeJay

From sleeping on church floors to standing in national halls of fame, Pastor CeJay's story is one of redemption, resilience, and relentless faith. His life declares that God's grace is sufficient, His power is perfected in weakness, and His promises never fail.

Pastor CeJay is not just a man who overcame—he is a man who has become a beacon of hope, proving that no matter how broken the pieces, God can build a life that is whole, impactful, and destined for greatness.

Official Resume of Charles Edward Johnson

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A leader in ministry, media, and the marketplace that seeks to help improve the lives of those within the community through education, empowerment, and entertainment.

Education:

<i>Present</i>	Doctrate in Ministry w/ a concentration in Black Church Studies Louisville Presbyterian Theological Seminary	<i>Louisville, KY</i>
<i>06/2019</i>	Masters of Arts Christian Ministry w/ a concentration in Business Leadership East Texas Baptist University	<i>Marshall, TX</i>
<i>4/2016</i>	Bachelor of Science in Business Management with a minor in Marketing University of Phoenix	<i>Phoenix, AZ</i>
<i>5/2010</i>	Associate of Science in Business Management Southern University at Shreveport	<i>Shreveport, LA</i>
<i>5/2008</i>	High School Diploma C. E. Byrd High School	<i>Shreveport, LA</i>

Notable Qualities:

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|-----------------------|---------------------------|
| • Dynamic Leadership | Strong Communication |
| • Adaptive Leadership | Superior Planning |
| • Crisis Management | Effective Decision-Making |
| • Strong persuader | Team Player |
| • Delegation | Interpersonal Skills |
| • Conceptual Skills | Technical Skills |

Current Work:

Director

KOKA Radio Station - Shreveport, LA

December 2010 - Present

- Launched career in 2010 as a Sales Executive and On-Air Announcer, consistently driving advertising revenue and deepening audience engagement.
- Promoted to Director in 2019; led the full rebranding and modernization of KOKA, positioning the station for 21st-century digital and terrestrial media growth.
- Elevated terrestrial listenership to 35,000+ weekly listeners (Nielsen) since 2019.
- Expanded digital audience by 10,000+ new users/followers, significantly strengthening online presence and engagement.
- Generated millions in revenue across tenure through strategic sales leadership, innovative brand development, and audience expansion initiatives.

Chief Executive Officer

CeJay Enterprises of Louisiana, LLC – Shreveport, LA

May 2015 – Present | www.cejaybrands.com

- Lead a multi-brand portfolio of for-profit and nonprofit organizations under the CeJay Enterprises umbrella, scaling the enterprise to nearly seven-figure annual revenue.
- Oversee operations, strategic planning, brand development, financial management, and cross-departmental leadership across media, events, education, and community impact initiatives.
- Drive sustainable growth by implementing systems, teams, and processes that strengthen the company's regional and national footprint.

Executive Director (Founder)

Community Caregivers of NWLA, Inc. – Shreveport, LA

May 2015 – Present | www.caregiversnwla.org

- Founded and built Community Caregivers of NWLA into a thriving nonprofit providing resources, education, and family-based programs to thousands across Northwest Louisiana.
- Established high-impact partnerships with the City of Shreveport, the Parish of Caddo, and more than 236 community partners.
- Lead all organizational functions including fundraising, community outreach, program design, budgeting, operations, and large-scale events.

National President

National Association of Gospel Radio – Shreveport, LA

June 2022 – Present | www.weare nagr.org

- Represent and support programmers, managers, engineers, announcers, and sales professionals within the gospel radio industry.
- Provide strategic guidance, resources, training, and advocacy to help stations grow listenership, increase revenue, and strengthen artist and community engagement.
- Lead an association representing radio stations in 42 U.S. cities, collectively reaching over one million listeners nationwide.

Faith-Base/Volunteer Work:

1. Former SGA President, Southern University at Shreveport
2. Hosted a Fundraiser that generated over \$26 000 for SUSLA during Bayou Classic 2021
3. Former Youth Coordinator, Christ Temple Apostolic Church of Sacramento, CA
4. Former Youth/Associate Pastor, West Chapel Baptist Church
5. Former Associate Pastor, Union Spring Baptist Church
6. Former Pastor, Faith Church Baptist Church
7. Former District Director, Northwest Birth District of Full Gospel Baptist Freshmen
8. Former President, Mira Loma High School of Sacramento, CA
9. Former Vice-Chairman, City of Shreveport Youth Council
10. Former Co-Founder/President Young Unique Positive People Foundation
11. Former Community Reporter, Shreveport Suns Newspaper
12. Former Summer Intern, City of Shreveport Department of Community Development
13. Former Campaign Staffer David Melville for United States Congress
14. Former President, Young Democrats of Northwest Louisiana
15. Former Civil Rights Coalition Board
16. Former Morning Star Baptist Church Associate Pastor
17. Former National Association of Gospel Radio Board Member
18. NAACP Member
19. Shreveport-Bossier Baptist Ministers Fellowship Member
20. Louisiana Association of Broadcasters Member
21. Shreveport Chamber of Commerce, Former Board Member / Current Member
22. Shreveport-Bossier Convention & Tourism Board Member
23. Charter Schools USA Board Member
24. Gospel Industry Coalition, Former Board Member
25. FOCUS Group Home, Board Member

Awards:

- Honored by the Greater Shreveport Chamber of Commerce 40 under 40
- Honored by the City of Shreveport Council and Mayor 2021
- Recognized as Who's Who 2007 by the United States President George H. W. Bush
- Received A Resolution of Achievements from the United States Congress
- Received A Proclamation of Recognition from Louisiana Governor Bobby Jindal
- Received Video Recognition from Louisiana Governor John Bel Edwards
- 25 Billboard Gospel Airplay Awards
- 5 Stellar Award Nominations
- 1 Stellar Award Win
- 24 Government Resolutions & Proclamations
- 43 Community & Industry Awards
- Inductee to Gospel Music Hall of Fame - St. Louis, MI
- Inductee for C. E. Byrd High School of Fame