

Amanda Johnson
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Education

Georgia Southern University	Statesboro, Georgia	May 2019
<i>Bachelor of Science</i>		GPA 3.6/4.0
<i>Major in Fashion Merchandising/Apparel Design, Minor in Marketing</i>		

Activities/Honors

Co-Planner of FMAD Showcase	Fall 2018
Huthwaite Spin Selling 2.0 Certificate	Fall 2018
Phi Eta Sigma Honor Society	January 2015-Present
President's List	Spring 2017-Spring 2018

Work Experience

www.sequinsandsales.com	Statesboro, GA	April 2017-Present
Owner/Freelance		

- Compose three articles per week for website using Wordpress.
- Utilize HTML code and CSS to edit and format website.
- Edit photographs using Adobe Creative Cloud and Canva.
- Boost visibility of website and posts using SEO Optimization.
- Track website traffic/page views using Google Analytics.
- Take photographs for content to be used on both social media and website.
- Communicate with companies for product collaborations and marketing opportunities.

Ascena Retail – Lou & Grey	New York, NY	June 2018-August 2018
Sourcing/Product Development Intern		

- Created product orders using Excel and the SAP Portal.
- Managed samples and multiple sample closets.
- Used social media to seek out 3rd party brand partners.
- Created style numbers and prepped product orders using Zymmetry.
- Utilized both Adobe Photoshop and Illustrator for intern project.
- Communicated with various vendors regarding tracking and product information.
- Participated in cross-functional meetings with merchandising, planning/allocation, and design.

The Vault at Statesboro	Statesboro, GA	February 2017-December 2017
Leasing Agent		

- Generated resident leases using Entrata.
- Marketed property on various social media platforms.
- Created social media posts pertaining to current promotions.
- Utilized drip marketing to target specific customers.
- Showed prospects around property on scheduled tours.
- Drafted emails and advertisements for resident events and promotions.
- Ran Housing Fair events and resident events to interact with current and prospective residents.

TrueGSU	Statesboro, GA	April 2016-August 2016
Marketing Intern		

- Spread brand awareness among college students and alumni.
- Helped manage Shopify account and track website sales.
- Generated social media content for Facebook, Twitter, Instagram, and Snapchat.
- Managed social media accounts for the company increasing engagement by 150% overall.