

Erin Johnson

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EDUCATION

University of Georgia

Bachelor of Arts in Journalism

Athens, GA

May 2022

Minor: Fashion Merchandising, **Certificate:** New Media Studies

Cumulative GPA: 3.83/4.00

Zell Miller Scholarship Recipient

RELEVANT EXPERIENCE

Infusion Magazine

Content Writer

Athens, GA

September 2021 - May 2022

- Wrote an article every semester on a variety of topics such as entertainment and opinion for semesterly publication
- Pitched unique, relevant, and engaging stories to the writing editor
- Collaborated with graphics team to ensure my articles were presented well

The Circle Fashion Magazine

Editorial Intern

Remote

June 2021 - December 2021

- Wrote articles on sustainable fashion, beauty, and culture
- Collaborated with the Editor-in-Chief and others to pitch and discuss stories
- Ensured that my reporting is for an international audience
- Applied SEO practices to my stories

ADDITIONAL EXPERIENCE

Bath & Body Works

Sales Associate

Athens, GA

August 2021 - Present

- Engaged customers with a friendly and helpful attitude when providing product recommendations
- Effectively utilized company-specific point-of-sale system
- Processed returns and purchases with cash, credit cards, and gift cards
- Stocked, organized, and set up sales floor for easier customer experience

Di'lishi Frozen Yogurt Bar

Shift Lead/Barista/Yogurt Staff

Athens, GA

October 2018 - March 2020

- Opened and closed the store
- Trained team members
- Managed guest relation issues such as complaints, recommendations, and accommodation requests
- Handled cash/credit transactions

PROJECT EXPERIENCE

GymDogs Experience 2.0

New Media Capstone Course

Athens, GA

January 2022 - May 2022

- Collaborated with a team of 5 to create Instagram filters for the University of Georgia gymnastics team
- Served as content coordinator on the team by handling the written-text of projects and presentations
- Communicated and coordinated with the team's creative services and social media coordinator

SKILLS

Writing, Research, Social Media, News Production

Software: Adobe InDesign, Photoshop, XD, Premiere Pro, WordPress, Google Analytics Certified, Microsoft Office Suite, Canva

Programming Language: Intermediate Knowledge of HTML; CSS