

# Erin Johnson

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## EDUCATION

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**University of Georgia**, Athens, GA

May 2022

Grady College of Journalism and Mass Communication

**Cumulative GPA:** 3.83/4.00

Bachelor of Arts in Journalism

Minor: Fashion Merchandising, Certificate: New Media Studies

## RELEVANT EXPERIENCE

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### **Kendra Scott**

Athens, GA

*Full-Time Operations Keyholder*

July 2023 - January 2024

- Assisted store management in daily operations, including handling deposits and coordinating events
- Maintained visual merchandising and executed store resets
- Managed a team of stylists to assist customers in achieving their desired looks
- Collaborated with customers to share product knowledge, fostering meaningful connections and optimizing store productivity, leading to a 24.2% increase in yearly sales
- Evaluated inventory needs and assets for the store
- Contributed in building brand awareness through philanthropic efforts and community initiatives

### **Infusion Magazine**

Athens, GA

*Content Writer*

September 2021 - May 2022

- Authored engaging articles on diverse topics including entertainment for a semesterly publication
- Presented distinctive, relevant, and engaging stories to the writing editor
- Orchestrated collaboration with the graphics team to compose visually compelling page layouts

### **The Circle Fashion Magazine**

Remote

*Editorial Intern*

June 2021 - December 2021

- Produced articles on sustainable fashion, beauty, and culture
- Collaborated with the managing editor and team to propose and discuss story ideas related to trending topics
- Conducted thorough research to ensure that my reporting catered to an international audience
- Implemented SEO practices and tools in writing

## PROJECT EXPERIENCE

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*Multiplatform Newsroom Capstone, Grady Newsource*, Athens, GA

January 2022 - May 2022

- Operated within a newsroom model, pitching and efficiently developing articles for online publication
- Completed projects that exhibited competency in writing, audio, and visual forms of storytelling
- Conducted research and interviews for articles focusing on local entertainment and social issues
- Utilized WordPress for publication and applied social media practices to promote articles

*New Media Capstone, GymDogs Experience 2.0*, Athens, GA

January 2022 - May 2022

- Collaborated with a team to develop Instagram filters for the University of Georgia gymnastics team
- Managed the written content of deliverables and presentations, ensuring brand voice alignment
- Coordinated exploratory and user research, and contributed to scripts and booth layout for five presentations
- Utilized Canva to design slides for presentations, a UX map, user stories, and a project logo

## ADDITIONAL EXPERIENCE

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### **Bath & Body Works**

Athens, GA

*Sales Associate/Temporary Offsite Lead*

August 2021 - July 2023

- Organized and stocked items according to brand guidelines to enhance the customer experience
- Addressed and resolved customer concerns through effective problem-solving
- Supervised shipment movement, coordinating with leadership to meet inventory needs on the sales floor

## SKILLS

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Journalism, Research, Social Media, Communication, AP Style, Customer Service, Management

**Software:** Adobe Creative Cloud, WordPress, Google Analytics Certified, Microsoft Office Suite, Canva, Hootsuite

**Programming Language:** Intermediate Knowledge of HTML; CSS; Bootstrap