

Katherine E. Johnson

• katherine.e.johnson@wmich.edu

PROFILE

Self-motivated, idea-driven leader seeks a full time position with the fashion industry in Chicago. Leadership, communication, and organizational skills developed by producing highly successful student fashion shows, working as a production assistant for the Merchandise Mart in Chicago, managing events for more than 500 people, serving as vice president for two large student organizations, working as an advertising sales representative and business manager for two university newspapers, and experience as an intern and campus recruiter for The Walt Disney Company.

EDUCATION

Western Michigan University Bachelor of Business Administration Major: Marketing Minor: Fashion Merchandising	Kalamazoo, MI	Haworth College of Business Expected: June 2008 GPA: 3.74
Regents College Academic Studies Abroad Program	London, UK	Summer 2007
Lake Superior State University Two years of undergraduate study	Sault Sainte Marie, MI	August 2004 - April 2006

PROFESSIONAL EXPERIENCE

Merchandise Mart <i>Production Assistant</i>	Chicago, IL	April 2008-present
<ul style="list-style-type: none">• Assisted with production of three fashion shows during Style Max and the National Bridal Market• Assisted with garment pick up from vendors, coordination of line-up and fittings, and dressing models		
Western Herald Newspaper <i>Advertising Sales Representative</i>	Western Michigan University	August 2006 - present
<ul style="list-style-type: none">• Independently generate sales; have consistently exceeded the monthly sales budget of about \$8,000• Manage more than 40 clients, cultivate client relationships, enhance client satisfaction and repeat sales• Develop new client relationships as a result of diligent cold calling• Collaborate with advertising executives to lead the Western Herald to first profitable year in five years		
Walt Disney World <i>Merchandising Internship – College Program</i>	Orlando, FL	January 2006 – May 2006
<ul style="list-style-type: none">• Assisted with sales, merchandising, and in-store events at one of the busiest retail locations on Disney property• Attended seminars and workshops conducted by leading Disney personnel• Received additional training with <i>Uptown Jewelers</i>; conducted research there to improve guest services• Observed management, planning, and marketing activities in a world renowned Fortune 100 company		
The Compass Newspaper <i>Business Manager; Business Assistant</i>	Lake Superior State University	August 2004 – January 2006
<ul style="list-style-type: none">• Generated sales to cover all printing and office expenses• Established and maintained client relationships; designed all advertisements utilizing Adobe software• Managed budgets, payroll, and billing• Improved client experience; reorganized office system; attended two CMA/ACP conventions		

PROFESSIONAL EXPERIENCE CONTINUED

Catering Department Lake Superior State University April 2000 – December 2005

Head Student Manager; Student Manager; Server

- Assisted in producing weddings, parties, corporate and community events with up to 500 guests
- Trained and delegated responsibilities to more than 30 staff members; managed all aspects during events
- Contributed to Catering Department receiving community's Best-of-the-Best Award for 4 years

LEADERSHIP EXPERIENCE

Merchandising Opportunities Design Association August 2006 - present

Vice President April 2007-present; Treasurer December 2006-April 2007

- Produce fashion shows with more than 40 designers, 60 models, 110 members, and 1,400 guests
- Helped expand membership from 40 students to more than 100; enhanced reputation in community
- Manage budgets, delegate responsibilities to members, oversee meetings with vendors and all event details

Walt Disney World College Program April 2006 – present

Campus Representative

- Organize events and team meetings, train new campus representatives, mentor program participants
- Promote the Disney College Program with students, faculty, and organizations
- Represent a world renowned company, develop and implement a marketing plan, partner with local media

Delta Sigma Pi, Professional Business Fraternity August 2006 – present

Vice President of Community Service April 2007-present

- Coordinate all community service events; assist with recruiting new members, build awareness for the fraternity
- Chapter's nominee for regional Collegian of the Year Award

Lake Superior State University Office of Admissions April 2005 – August 2005

Orientation Coordinator

- Coordinated four orientations, trained orientation leaders, scheduled events, organized orientation materials
- Welcomed incoming freshmen and their parents at the opening general session

VOLUNTEER WORK

- Washington Writers Academy, after school program, 2008 Kalamazoo
- Big Brothers Big Sisters, Bowl for Kids Sake, 2008 Kalamazoo
- Making Strides Against Breast Cancer Walk, 2007 Kalamazoo
- Binder Park Zoo, 2007 Battle Creek
- Volunteer Mentor, WMU Freshmen Cohort Program, 2007 Kalamazoo
- Relay for Life, 2007 Kalamazoo
- SPCA (Society for the Prevention of Cruelty to Animals), 2006-2007 Kalamazoo
- Give Kids the World, 2006 Orlando
- Chippewa County Animal Shelter, 2005 Sault Sainte Marie
- Organized Hurricane Katrina relief effort fundraiser, 2005 Sault Sainte Marie

HONORS and AWARDS

- Delta Sigma Pi, Epsilon Omicron Chapter Collegian of the Year, 2008 Western Michigan University
- Dean's List, Fall 2006-Present Western Michigan University
- Dean's List, Fall 2004-Spring 2006 Lake Superior State University
- Phillip A. Hart Scholarship, Fall 2004-Spring 2006 Lake Superior State University
- Board of Trustees Scholarship, Fall 2004-Spring 2006 Lake Superior State University
- Michigan Merit Award, Fall 2004-Spring 2006 State of Michigan