

# Amy L. Johnson

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- OBJECTIVE:** To acquire a position within the Sourcing Services of a progressive retailer. Capitalize upon my high-energy personality, team oriented thinking, and strong background in **Retail Merchandising** and interest in **Product Development**.
- EDUCATION:** **University of Minnesota** Minneapolis, MN  
College of Human Ecology  
Bachelor of Science in Retail Merchandising, graduation date: May 2005
- Awarded National Scholarship, renewable all 4 years
  - GPA: 3.02
- EXPERIENCE:** **Mall of America** Bloomington, MN  
Public Relations / Trend Analyst Internship August 2004 - Present
- Effectively research, plan and coordinate media segments airing on "KARE-11 Today"
  - Observant and inspired to follow trends through print, media and observations
  - Predict and follow upcoming trends in fashion, home and holiday using the Mall as a tangible resource
  - Attend and assist media segments with Public Relations and Retail Marketing professionals
  - Effective communicator, building trust and relationships with store owners and managers within the Mall
- Bellagala** St Paul, MN  
Branding Internship Summer 2004
- Implemented design work from creative inception to print completion, using company name change as a marketing target
  - Experience with drafting and implementing marketing surveys to effectively transition branding of company name and image change
  - Ability to learn and understand a variety of programs and creative applications on Macintosh and IBM formats (MS Office, Fireworks, InDesign, Photoshop and Filemaker Pro)
  - Internet savvy. Skillful research utilizing a variety of search engines
- Millennium Hotel** Minneapolis, MN  
Cocktail Server June 2003 - Present
- Awarded "Top Sales Associate", August 2004
  - Confident conversationalist. Initiate, develop and value discussing almost anything with anybody
- Banana Republic** Edina, MN  
Sales Associate April 2003 - December 2003
- Awarded "BR Star Performer" in June 2003
  - Obtained excellent product knowledge improving customer relationships by advising and responding to requests
  - Received directions openly from supervisors, following through accordingly accessing communication skills and team playing
- ACTIVITIES:** **Kappa Kappa Gamma Sorority** Fall 2001 - Present  
Education Chair: Spearheaded annual Founders Day event for over 500 alumni and educated the members about the history of the chapter  
Fundraising Co-chair: Assisted in planning fundraising events, benefiting the Greek community and our National Scholarship fund  
Marshal: Organized and lead initiation of 22 young women. Assisted the President and kept order at chapter meetings
- Rho Alpha Recruitment Leader** Summer 2003  
Advised young women through the Greek Recruitment process.  
Enhanced group dynamics, teamwork, leadership, and communication skills  
Assigned to help guide 32 freshmen women
- New Student Weekend Counselor** Spring Semester 2003  
Assisted with and led 20 freshmen through college adjustment programs