

# George Thomas Johnson

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## Summary

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Goal-driven professional with a strong background in data analysis, business operations, and client outreach. Proven ability to drive revenue growth through **targeted marketing**, **strategic prospecting**, and **data-informed decision-making**. Adept at identifying customer needs, delivering persuasive presentations, and supporting leadership with tools that enhance sales performance and market expansion.

## Relevant Work Experience

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**Poliquicks** | Austin, TX | Business & Market Analyst Sep 2024 – Present

- Delivered business insights using **Google Analytics** and **Power BI** to guide **product** and **outreach strategies**
- Conducted competitive **market research** to inform **customer targeting**, increasing engagement by **63%**
- Created **Python automations** to streamline prospect tracking and improve conversion timing

**Asia Society Texas** | Houston, TX | Financial & Market Analyst May 2024 – Aug 2024

- Conducted community **research** to identify untapped market segments, increasing ticket **sales** by **62%**
- Built cost-benefit models that supported a **43%** boost in program **revenue**
- Translated data into actionable **marketing strategies** to improve outreach effectiveness by **22%**

**Fresh Prints** | Houston, TX | Campus Manager Jun 2023 – Dec 2023

- Built a book of business with **12** recurring clients, generating **\$15,000** in revenue
- Printed and marketed **custom apparel** solutions for student orgs and businesses
- Managed end-to-end sales**: prospecting, negotiations, fulfillment, and client follow-up

**23Global** | Houston, TX | Marketing & Recruiting Intern May 2023 – Aug 2023

- Supported **talent acquisition** and **client communication** across multiple projects
- Assisted in **marketing material** creation to attract international partners and grow brand reach
- Generated over **\$12,000** in revenue in 10 weeks for Doctors Without Borders and Heifer International

## Operations & Strategic Insights

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**Harris County Treasury Dept.** | Operations Analyst Intern Jan 2025 – Apr 2025

- Monitored **financial workflows** across **54** districts and supported strategic fund planning
- Automated reporting processes with **VBA (Excel)**, saving **82%** of manual processing time

**Southern Esports Conference** | Business Operations Analyst Aug 2024 – Dec 2024

- Provided real-time tournament insights to boost **engagement** and **optimize** prize structures
- Constructed player **rating equations** to provide insights and inform **promotional strategies**

## Education

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**University of Houston, B.S in Economics & Public Policy** Aug 2022 – May 2025

- Honors**: Dean's List Spring 2024 | Certificate in Quantitative Economics
- GPA's**: 3.3 (Cumulative), 3.4 (Economics), 3.6 (Public Policy)

## Skills

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- Sales & Communication**: B2B / B2C Outreach, Prospecting, Client Relations, Upselling, CRM Tools
- Data & Tools**: Power BI, Excel, SQL, Python, Google Analytics, Tableau
- Marketing**: Competitive Research, KPI Targeting, Campaign Optimization