

Meredith Johnson

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5115 Park Apt. 418
Charlotte, NC 28209

Work Experience:

June 2016-
March 2017 **Total Quality Logistics**, Charlotte, NC
Account Executive

- Managed a successful account ensuring all customers had high customer satisfaction
- Coordinated and scheduled truckload logistics for customers and negotiated deals daily
- Prospected new customers through 80 outbound sales calls daily

May 2015-
August 2015 **Curtis Media Group**, Raleigh, NC
Event Planning Intern

- Assisted in planning North Carolina Wine Festival at City Market
- Researched different aspects of planning an event and compiled information onto spreadsheet daily

August 2014-
May 2016 **East Carolina University College of Business**, Greenville, NC
Peer Mentor

- Lead Marketing efforts for the group using daily social media posts on Facebook and LinkedIn, as well as email marketing, to increase awareness on campus
- Advised first year College of Business students with academics course schedules
- Mentored assigned group of 10 College of Business students with transition into college
- Created and implemented monthly programming for first year students such as study skills, majors in the College of Business

August 2010-
May 2016 **Pink Alli**, Cary, NC
Sales and Marketing Associate

- Coordinated Marketing efforts through E-mail and Social Media sites utilizing Facebook and Instagram to increase sales by posting advertisements daily
- Achieved sales revenue daily through communication with customers
- Planned Anniversary Party to drive increase in store revenue

Education:

May 2016 **East Carolina University College of Business**, Greenville, NC
Bachelor of Science in Business Administration
Concentrations in Marketing & Small Business Management
Overall GPA 3.349

Leadership Experience:

August 2013-
May 2016 **Gamma Sigma Sigma National Service Sorority**, Greenville, NC
Financial Secretary and Sister

- Held Financial Secretary position; organized monthly fundraisers to raise money to support service sororities and various philanthropy organizations
- Participated in service events around the community as a sisterhood to benefit MADD, American Red Cross, March of Dimes, Alex Lemonade Stand

August 2013-
May 2016 **American Marketing Association**, Greenville, NC
VP of Membership and Member

- Held VP of Membership position; performed recruiting efforts and maintained database of current and inactive members for Nationals
- Attended bi weekly meetings

Skills:

Account Management, Sales, Negotiation, BB&T Leadership Certified, Microsoft Office (Excel, PowerPoint, Word), Social Media websites (Facebook, Instagram), Website creation (Weebly), Blogging (Blogger), and POS systems.