

DAVID T. JOHNSON

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OBJECTIVE

To obtain an entry-level marketing position.

EDUCATION

Pitzer College (member of the Claremont Colleges), Claremont, California May 2007
Bachelor of Arts, English and World Literature
Overall GPA: 3.51 Major GPA: 3.65

Related Coursework – Principles of Economics, Organizational and Industrial Psychology, Statistics

Universidad San Francisco de Quito Spring 2006
Studied Business Economics

WORK EXPERIENCE

Product Specification Specialist, Melvin Corporation, Claremont, California June 2006-present
Edit marketing research data to produce a weekly report providing advertised pricing from 10 markets for Home Entertainment categories. Assist in graphing a monthly in-store survey report furnishing retail shelf pricing, placement data, and trend analysis. Customize information for various client requests.

Marketing Intern, Genoa Publishing Inc., Claremont, California September 2005-May 2006
Conducted competitive analysis in the consumer health and personal financial investment markets. Researched possible entry into the facsimile market. Developed new products, created direct mail advertisements, and conducted competitive market research. Produced written and telephone surveys addressing marketing management issues. Analyzed surveys and wrote summary reports of survey results.

Assistant Managing Editor, International College News, Azusa, California Summer 2005
Supervised project progress of contributing writers, artists, and in-house staff. Developed surveys to evaluate paper's readership in campus community. Used survey input to redesign paper content and appearance, increasing response rate. Edited manuscripts for accuracy, readability, and grammar.

ACTIVITIES

Student AIDS Awareness Committee, Program Coordinator, Fall 2004
Amnesty International, Member, Fall 2004, Spring 2005

COMMUNITY SERVICE

Habitat for Humanity, 2005-2006
Big Sisters of Los Angeles, 2005

COMPUTER SKILLS

Microsoft Word, Excel, Powerpoint and Java