

# JASMINE JOHNSON

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## EDUCATION

University of Rhode Island, Kingston, RI

Bachelor of Science in Business Administration

May 2025

Major: **General Business**

GPA: 3.4/4.0

Dean's List - 4 semesters

Recipient of Kathleen Jackson Academic Scholarship

**Study Abroad:** Institute at Palazzo Rucellai, Florence, Italy

Fall 2023

## NOTABLE ACCOMPLISHMENTS

Selling with the Bulls Case Competition

March 2024

- Selected to represent URI at University of South Florida, Tampa, FL
- Networked with sales professionals from across company
- Competed in go-to-market competitions
- Enhanced teamwork capabilities, capitalizing on group members' strengths
- Placed first in cold call prospecting and sales case study competition
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Strategic Marketing Management National Case Competition

April 2023

- Designed, implemented and measured marketing campaign focusing on Acura ILX appeal
- Utilized demographics to analyze appeal of Acura ILX to potential car buyers under the age of 30
- Worked in cross functional team representing public relations, advertising, research and strategy functions
- Created graphics, ads and filmed commercials posted on Facebook, Twitter and Instagram
- Captured third place in national competition

## RELATED EXPERIENCE

Dell Technologies, Franklin, MA

Inside Sales Intern

Summers 2023 - 24

- Gained knowledge of full range of Dell products
- Trained in running basic sales cycle
- Developed strong customer communication skills
- Completed full customer role play scenarios with manager

Norstrom, Inc., Chestnut Hill, MA

Sales Associate

Summer 2022

- Set and achieved sales goals
- Provided honest and confident feedback to customers on style and fit of merchandise
- Built lasting relationships with customers
- Kept department runway ready by stocking merchandise, pricing inventory and re-setting displays

## ACTIVITIES/COMMUNITY SERVICE

Rhody Rainmakers

2021 - 25

Big Brothers & Sisters

2021- 25

American Marketing Association

2021 - 25