

MARCUS R. JOHNSON

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PROFILE

- Proven sales and recruiting skills developed at sales internship and as a campus recruiter
- Visited Los Angeles, St. Louis, and Philadelphia to analyze marketing strategies during internship
- Determined leader who strives to meet objectives and effectively communicate with others

EDUCATION

Bachelor of Science: Double Major in Business Management / Marketing
Northwest Missouri State University (Northwest) | Maryville, MO

May 2014
Overall GPA 3.49/4.0

EXPERIENCE

Student Ambassador | Northwest Missouri State University Admissions / Maryville, MO November 2011 - Present

- Educate prospective students and families about Northwest's culture and atmosphere while on tour
- Anticipate challenging student and parent questions and respond quickly and professionally
- Develop a unique relationship with guests to create an inviting and memorable experience
- Interview potential ambassador candidates and train new hires

Marketing/Sales Intern | Sandhills Publishing / Lincoln, NE

May 2013 – August 2013

- Traveled and visited vendors to analyze methods to improve distribution of publications
- Sold 12-15 paid advertisements on a weekly basis by cold calling
- Conducted customer service calls to resolve issues and ensure customer satisfaction
- Educated prospective clients and vendors on various aspects of our company at the Ag Process Trade Show

New Member Educator – Executive Board Position

Phi Sigma Kappa Fraternity, Maryville, MO

March 2012 - March 2013

- Mentored 30 Associate Members through their membership development
- Served as part of a six person executive board to make decisions for a 85 member chapter
- Acted as liaison between the active members of the chapter and the Associate Members
- Effectively delivered both positive and negative information in a weekly report

Head Crew Supervisor

Syngenta AG, Seward, NE

Summers 2005 - 2012

- Supervised a 16-member crew with the corn seed pollination process evaluating weekly performance
- Demonstrated proper corn pollination technique to crew members and serve as positive role model
- Ensured daily performance objectives were achieved and communicated results to Research Associates

Certified Umpire

American Softball Association, Lincoln, NE

August 2010 - 2012

- Identified and effectively enforced official rules throughout the contest in a professional manner
- Enhanced ability to confidently communicate decisions while respecting the coaches and players

HONORS/ACTIVITIES

Cardinal Key Honor Society
Delta Mu Delta Business Honor Society - Treasurer
Order of Omega Greek Honor Society-VP of Fundraising
American Marketing Association
Cornhusker Boys' State Representative

Interfraternity Council
Phi Sigma Kappa ~ Alumni Relations Chair
Phi Sigma Kappa ~ Senior Advisor
Special Olympics Volunteer
Nebraska-Iowa District Key Club Governor