

Elan Johnson

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EDUCATION

University of Michigan- Ann Arbor, MI

Bachelor of Arts in Sport Management, Minor in Mandarin Chinese

Organizations: Vice President: Communications of Delta Gamma; Member of Michigan Advertising Club

GPA: 3.55/4.00

EXPERIENCE

Domino's- Ann Arbor, MI

May-August 2018

Advertising Intern

- Analyzed content and branding elements in the company's advertisements to identify key factors that produced high or low ad ratings for consumers; constructed an excel document that included 80 factors & 150 aired advertisements for marketing leadership team to use in strategizing future ads
- Aided in creative design and editing phases for Domino's new printed billboards; led weekly meetings between Domino's and agency CP+B through the completion of this project
- Visited several stores in the Miami area to analyze operations and current local marketing initiatives; offered short-term solutions to improve store efficiency and drive sales
- Trained in a Domino's store and learned how to make pizzas in a regular QSR setting; developed valuable skills in operations, supply chain, and customer service

Michigan Sport Business Association- Ann Arbor, MI

April 2017-Present

Co-Director of Marketing

- Redesigned monthly SBA newsletter to send out to 250 members and over 500 alumni; increased active readers of newsletters through Mail Chimp distribution
- Run a three-person Brand Committee and delegate specific marketing projects
- Update SBA website design and content; includes new layout, sports news, and club events

Detroit City FC- Detroit, MI

May-August 2017

Sales & Operations Intern

- Organized group outings for companies, youth leagues, and families; managed entire groups and VIP section to ensure an exciting game experience
- Prospected groups and individuals in regional area to sell tickets and promote upcoming matches
- Assisted in game-day operations and logistics for home matches exceeding 7,000 fans; included sponsorship activation, merchandise, and concessions

BrassCraft Manufacturing Company- Novi, MI

May-August 2016

Marketing Intern

- Researched competitor product lines to create company profiles based on current print and online marketing campaigns
 - Designed a website for new plumbing brand called PlumbShop; organized the website's layout and added all product information
 - Coordinated all social media accounts including Twitter, Facebook, and LinkedIn; tracked company's social media presence monthly and increased media reach by over 200%
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ADDITIONAL SKILLS

Skilled in Microsoft Word, Excel, PowerPoint, & Adobe Photoshop

Intermediate in speaking, reading, and writing Mandarin Chinese