

JILL D. JOHNSON

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Community Engagement & Organizing ~ Sales & Marketing ~ Customer Relationships
Street Team Promotions ~ Strategic Business Development

PROFILE

Dynamic, self-driven entrepreneur with the ability to consistently generate and maintain lucrative business & consumer relationships, create successful marketing campaigns, and thrive in both independent & team environments. Proven ability to secure business, drive sales & improve revenue and profitability. Articulate communicator able to easily explain benefits and services to all types of customers.

PROVEN SKILLS & QUALIFICATIONS

- Experience developing customer loyalty
- Expert at new business development
- Experience creating successful marketing strategies
- Business minded strategic thinker
- Experience organizing street team promotions
- Consistent community outreach & involvement
- Extensive marketing & sales experience
- Entrepreneurial spirit with a commitment to success
- Excellent customer service & lead generation skills
- Multi-tasker with excellent organizational skills
- Highly effective communication skills
- Problem solver with strong attention to detail

PROFESSIONAL EXPERIENCE

Owner

Medical Company, Philadelphia, PA

2011-Present

- Owner & operator of Dollarsforstrips.com a successful company that pays customers for unused, unexpired diabetic test strips
- Utilize effective customer service and sales expertise to continually grow this fast-paced business
- Continually promote the business through community outreach and word-of-mouth marketing
- Created a competitor matching program and an easy, hassle-free process to promote customer loyalty
- Earned a reputation among businesses and customers as having a service-oriented, professional establishment
- Continuous eye for up-selling and cross-selling opportunities that may be beneficial to the customer
- Respond to and resolve any questions or concerns regarding the program or the company
- Implement relationship selling techniques to sell merchandise beneficial to the customer
- Manage social media marketing for effective company promotion on sites including Facebook and Twitter.

Owner

Elite Models, Philadelphia, PA

1999-2010

- Owned and operated a highly successful modeling agency with a focus on urban models
- Drove business development & client relations strategies to secure consistent revenue growth
- Selected model talent & coordinated with clients to schedule appearances at video shoots & fashion shows
- Successfully managed all AP/AR, billing, payroll and commission payments
- Established a reputation with clients for consistently providing exceptional, professional model talent
- Lead marketing and advertising efforts to position company as the area's premier provider of modeling talent
- Juggled multiple tasks while providing quality customer service and addressing customer concerns

EDUCATION

- **Associates Degree-Specialized Marketing**, Art Institute of Philadelphia, Philadelphia, PA, 2000
- **Bachelor of Arts-Interior Design**, Art Institute of Philadelphia, Philadelphia, PA, continuing education