

Brian Johnson Jr.

Moorhead, MN 56560
johnson.brianjr@gmail.com

EDUCATION

Associate of Applied Science – **Digital Marketing** **May 2023**
Minnesota State Community and Technical College (M State), Moorhead, MN

- GPA 3.95 (Presidents list, Dean's list, Phi Theta Kappa Honor Society)

COURSE HIGHLIGHTS

Digital Marketing Analytics– M State **Spring 2023**

- Understanding of business measurement models and how to establish them to enhance digital marketing analytics effectiveness.
- Data-driven decision-making and ability to apply decision-making framework — question, curate, analyze, and optimize.
- Interpret competitor analytics and provide actionable business recommendations.
- Understanding of how the scale of collected consumer data and the emergence of consumer privacy protections affect digital marketing.
- Understand that insights are only impactful when implemented and know how to prioritize persuasive recommendations for various audiences.

Additional Coursework:

- Customer Experience
- Search Engine Marketing
- Integrated Marketing Communications
- Microeconomics
- UX Design
- Content Marketing
- Email & MMS Marketing
- Principles of Marketing
- Principles of Management
- Social Media Marketing

RELATED EXPERIENCE

Manager – Custom Express Carwash, Fargo, ND **Feb 2018-Sept 2019**

- Performed routine and as needed equipment maintenance.
- Performed thorough mid-process inspections to ensure quality assurance.
- Managed a team of people devoted to achieving success providing a high-quality service.
- Maintain acceptable operating expenses.
- Execute Social Media Campaigns to achieve specific company goals.

Manager – Royal Liquors, Fargo, ND. **May 2013 – Feb 2018**

- Effectively controlled budgets and optimized expenses.
- Successfully implement visual merchandising, website design, and social media marketing.
- Created analysis and performance reports for upper management teams/ownership to review.

CERTIFICATIONS

- Google Analytics 4
- Google Mobile Experience
- Google Ad Search

EMPLOYMENT

- Maintenance Tech – Pakman Customs LLC, Fargo, ND, 2020-2022
- Paraprofessional – Moorhead Highschool and Career Academy, Moorhead, MN, 2022-Present

INVOLVEMENT

- Coaching Varsity Adaptive Floor Hockey, Moorhead, MN