

Johanna Pryor

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EXPERIENCE

Assistant Manager (Seasonal) & Shift Lead

Jan. 2023 - Present

Ben and Jerry's

Assisted in managing day-to-day operations of a high-volume ice cream shop, ensuring exceptional customer service, efficient workflows, and adherence to company standards. Work closely with the store manager to recruit, train, and lead a team of 12, manage inventory, and foster positive relationships with suppliers, upper management, and employees.

Key Accomplishments:

- Honored with the **Fundamental All-Star of the Year** award across 14 scoop shops with over 100 employees.
- Increased average customer satisfaction rating from 4.6 to **4.8 out of 5** on google, with **over 20** positive reviews highlighting my customer service and interpersonal skills.
- Assisted in driving **7% sales growth** of specialty products in 3 months to achieve quarterly goal

Marketing Intern

May 2022 - Aug. 2022

Primo Partners

Managed an internal project and database, wrote copy for internal and external communication, managed social media, and created a sponsorship package for fundraising.

Key Accomplishments:

- Increased social media following by **11.4%**, engagement by **70.6%**, and accounts reached by **217%** by creating content and managing the account.
- Produced a Guerrilla Marketing Campaign which generated an extra **\$2,635 in sales**
- Executed weekly events which **increased sales revenue by 23%** on average

Assistant Director of Events

May 2022 - Dec. 2022

USF American Marketing Association

Assisted in planning, promoting, managing and producing 1-2 events per month as well as marketing week and the end of semester banquet. Led weekly events committee meetings.

Key Accomplishments:

- Achieved **1st place of over 330** AMA collegiate chapters for marketing week which is led entirely by the events committee
- Ranked **7th out of over 330** AMA collegiate chapters overall

EDUCATION

University of South Florida | Bachelor of Science in Integrated Public Relations and Advertising

May 2024

- Awarded first place in USF's international photography contest
- Created a comprehensive marketing campaign for a client
- Participated in Ad Club, American Marketing Association and USF Book Club.

HARD SKILLS

Microsoft Office | Google Workspace | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Mailchimp | Constant Contact | Salesforce | Canva | Digital Marketing | Hootsuite | Interpersonal Relations | Event Planning | Project Management | Copywriting | Editing | Research | Design | Content Creation |

INTERESTS

Reading (contemporary/historical fiction, memoirs, self-help, & fantasy) | Mass Transit & City Planning | Social Justice & Sustainability | Acrylic Painting (would love advice) | Solo Travel (So far NYC, Atlanta, Chicago, Florence, Berlin, Amsterdam, Barcelona, Madrid & Paris) | Being An Aunt..To Twins! (soon) | Dancing Poorly (but with enthusiasm) |