

Kait Michelle Johnson

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EDUCATION

Mississippi State University, Starkville, MS

May 2026

Bachelor of Science

Major in Data Science - Marketing and Supply Chain; Minor in Computer Science and Audio Technology

Honors and Clubs: GrammyU Member, Dow Symposium Select, Data Science Ambassador President, Student Association, Shackouls Honors Student, College Board National African American Recognition Program, President's List

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Garan Inc. - Accounting Intern

May 2025 - August 2025

- Conducted comprehensive import/export audits and ensured adherence to international trade regulations and agreements.
- Performed detailed data analysis on trade documentation to identify discrepancies, mitigate risks, and optimize operational processes.
- Collaborated with cross-functional teams, including accounting, to streamline classification procedures and enhance efficiency in international shipments.

Data Science for Addiction Research IH Summer Academy - Teaching Assistant

June 2025 – August 2025

- Delivered hands-on tutorials on data science concepts, including data cleaning, visualization, and basic machine learning techniques.
- Assisted students in understanding programming fundamentals in Python and R, troubleshooting code errors, and applying statistical methods.

Fashion Board - Head of Marketing, Être Magazine

September 2023 - Present

- Utilized market analysis and customer insights to identify target demographics and tailor marketing campaigns.
- Directed the conception and development of mood boards for photographic shoots, overseeing the magazine's aesthetic quality.
- Built and maintained the magazine's website, creating a user-friendly platform that reflects the publication's aesthetic, and contributed to planning and executing successful events.

Marketing & Brand Strategist

May 2022 - Present

- Designed and implemented a data-driven communication strategy that reached over 200 members, resulting in the collection of \$90,000 in donations for the Wiley and Alpha Sigma Endowment Program.
- Initiated marketing for a theme night via social media campaigns and A/B testing, simultaneously developing and executing branding strategies that boosted visibility, engagement, and profit for local venues.
- Spearheaded graphic design and digital brand-building initiatives for diverse clients, utilizing a range of software to achieve project objectives.

Audio Visual Team Newman Chapel United Methodist Church

March 2018 - 2025

- Designed, developed, and maintained the church's website to enhance its online presence and engagement.
 - Served as a photographer for church and community events, capturing key moments and promoting activities.
 - Provided technical support for presenters and performers, ensuring seamless operations during services and events.
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CERTIFICATIONS

Atlassian Agile Project Management Professional Certificate, Artificial Intelligence Foundations: Thinking Machines, Google Advertisements for Beginners, From Excel to Power BI, Learning Power BI Desktop, and Excel Essential Training (Microsoft 365)

SKILLS

Python, C++, API Integration, AWS Workspace, Simparel, Data Wrangling, SEO, SQL, Adobe Acrobat, Tableau, Power BI, Google Workspace, WordPress, Wix, HTML, Notion, Constant Contact, Mailchimp, MS Suite, Pro Tools, and Logic