

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: Dow Diamond 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

Girl Composer

November 2023 - Present

- Strategically produced and composed diverse music tracks, ensuring high-quality sound engineering to enhance listener experience.
- Designed and optimized professional websites and data visualizations, focusing on user engagement and functionality.
- Developed and executed branding strategies to boost visibility for local venues, driving audience engagement and increasing profit.

Arts & Letters at MSU - Vice President

September 2023 - Present

- Developed and maintained various digital platforms, optimizing communication channels and increasing the organization's visibility
- Achieved a consistent 20% increase in meeting attendance through targeted recruitment strategies initiatives.
- Established a series of monthly events, promoting community bonding and enriching the overall experience for organization members.

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.

Personal Strategist

May 2022 - August 2024

- Maintained budgets ranging from 10 events in 12 weeks to fiscal oversight for corporate events, procurement activities, and business travel.
- Spearheaded the organization and marketing of a theme night, leveraging social media campaigns and A/B testing strategies, which resulted in a 14% increase in local bar profits.
- Authored and developed a historical record of Alpha Phi Alpha induction, leading to a full-scale book project, and currently generates monthly reports to track donation trends.

Audio Visual Team Newman Chapel United Methodist Church

March 2018 - Present

- 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

Collaboration Institutional Training Initiative - Human Subjects Researchers, Google Advertisements for Beginners, From Excel to Power BI, Learning Power BI Desktop, and Excel Essential Training (Microsoft 365)

SKILLS

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