

CORY M. JOHNSON

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EDUCATION

University of Massachusetts Global, Irvine, CA

BBA in Business Administration, Marketing/Communications (December 2024)

Florida Atlantic University - Hospitality Tourism Hotel Certificate,

Boca Raton, Florida (March – June) 2020

New Life Technical Academy, Atlanta Georgia - Physical Therapy Aid – (May 2014)

El Camino Community College, Torrance, CA Theater Arts-Choreography/Dance (2008 – 2010)

Los Angeles Valley College, Valley Glen, CA Theater Arts-Choreography/Dance (2005 - 2008)

SKILLS - Sales pitch development, Customer relationship management, Researching, Networking, Marketing, Initiative, Growth-mindset, Motivation, Strategic thinking, Time Management, Organization, Verbal communication, Active listening, Product knowledge, Sales software proficiency, public speaking

PROFESSIONAL EXPERIENCE

Herschend Family Entertainment / Silver Dollar City Attractions, Branson, MO - 03/2022 – Present

- Hosting/MC/Performer in various show productions on stage and as outside atmosphere
- Interacting with all guests especially focusing on special needs children and teens by using music, games, crowd interaction, dance movement and fitness
- Promoting and selling the theme parks yearly deals and all concert/special event discounts
- Assisting with specific theme park background designs and in special events/concerts

The Rose Parade, The Light The World Parade, Pasadena, CA - 10/2021 – 01/2022

- Oversee and managed groups of 30-50 people for rehearsals and performances
- Greeted and assisted up to 100 customers and guests daily
- Increased brand awareness and sales by promoting products through a variety of media channels

Pathwater Expo West, Los Angeles CA - 02/2021 – 09/2022

- Hosting and promoting the products in various on stage and floor opportunities

- Identified opportunities for cross-sales and up-selling, averaging an additional \$450.00 - \$630.00 in additional sales per month.
- Created inviting booth displays by using performance ideas that attracts dozens of shoppers every day.

Live Nation Entertainment, (Beverly Hills, CA) - 01/2021 – 03/2021

- Engaged with 40-50 customers each shift, building rapport, and suggesting items
- Hosting and promoting the products in various on stage and floor opportunities
- Participated in Live Nation events and supported events to ensure an unforgettable brand experience

Samaritan's Purse, (Fullerton, CA) - 11/2020 – 12/2020

- Managed volunteers and customer relationships with local church, ministry, distribution centers and partners to drive district sales before initial product launch
- Lead events coordinator for all age volunteer groups from teens to seniors

Los Angeles Clippers, Los Angeles, CA - 09/2019 – 03/2020

- Hosting in various crowd interactions through games, give aways and contests
- Audience participation through performances and productions on stage at venue and locations
- Interacting with guests in the stadium and outside utilizing MCing, singing, music, dance & fitness
- Marketing and selling stadiums yearly deals and all concert/special event discounts

Robo Industries, (Las Vegas, NV - 06/2019 – 09/2019

- Managed customer relationships with local distribution centers and partners to drive district sales before initial product launch
- Promoted to invigorate stagnant sales growth and revitalize product launch/development by 27%
- Hosting/MCing in various crowd interactions through games, giveaways, and contests

Nikon, Las Vegas, NV - 03/2019 – 06/2019

- Assisted with on stage hosting for the purpose of interaction and sales
- Hosting and Promoting the products in various on stage, booth, and floor opportunities
- Increased brand awareness and sales by promoting products through a variety of media channels.

Qualcomm, San Diego, Ca - Las Vegas, NV - 12/2018 – 02/2019

- Hosting and marketing the various products with on stage and floor atmosphere opportunities
- Promoted the company as well as the street team through mobile marketing.
- Collaborated with sales to open new distribution points for the company within the campus.

- Participated and supported in Qualcomm events to ensure an unforgettable brand experience.

American Payroll Association, (San Diego, CA) - 07/2018 – 11/2018

- Collaborated with the customer service team to outline and implement innovative marketing strategies.
- Provided clear information about product types, quality and value based on clients' requirements.
- Hosting and promoting the products in various on stage, booth, and floor opportunities

JBL, (Las Vegas, NV) 12/2018 – 02/2019

- Increased brand awareness and sales by promoting products through a variety of media channels
- Participated and supported all JBL events to ensure an unforgettable brand experience
- Elevated the company's reputation to a wider customer base through brand promotions, market research, venue selection, and by building solid relationships with vendors and venue owners

Chevy, GM, Event Link (Minneapolis, St. Paul MN) 01/2017 – 12/2017

- Promoted new products across the company's social media platforms, generating hundreds of engagements within the first week and increasing webpage traffic by 12%.
- Increased sales by 38% within the first thirty days by increasing customer engagement, collecting feedback from customers, and applying changes to the sales strategy accordingly.
- Trained 3 junior employees on bestselling practices and optimal brand promotion.