

DAVID JOHANNSEN

1120 Pickle Lane, Santa Fe, NM 80867

781-784-8695

djohannsen@hotmail.com

<http://www.geocities.com/davidjo/resume.htm>

Education

May, 2001

BOSTON COLLEGE

CHESTNUT HILL, MA

CARROLL GRADUATE SCHOOL OF MANAGEMENT

Master of Business Administration degree.

Awarded Graduate Fellowship in Undergraduate Career Services in web database design and network administration, 1999-2001. Created and presented business plan for entrepreneurial venture, team competition winner.

May, 1998

BUCKNELL UNIVERSITY

SCLEEDONK, PA

Bachelor of Engineering degree in Electronics & Communications Engineering.

Senior Thesis in design and implementation of prototype navigation module using the Global Positioning System. Secretary, Electronics & Communications Engineering Students Association. Member of the IEEE Student Branch. Member of Fine Arts Club. Edited & published class year book in the senior year.

Experience

June, 2000-

THE NORTH FACE

BERKELEY, CA

August, 2000

Brand Marketing Intern

- Created system to coordinate company's distribution strategy with its brand strategy; system was approved by top management and implemented company-wide.
- Created decision-support models for topline growth forecasts.
- Analyzed industry POS & public data and prepared briefing for top management.
- Developed data analysis tools and reports to substantiate & drive brand strategy.

Jan 2000 -

THE MUSTARD SEED, INC

MILLFORD, KY

June 2000

Marketing and retail company producing creatively packaged t-shirts positioned as gift items.

MBA Team Consultant

- Evaluated and re-engineered inventory management system.
- Developed marketing strategy for nationwide expansion.
- Evaluated and implemented e-tail channel strategy.
- Analyzed financial and marketing data to spot trends & opportunities.

1998-1999

GATEWAY COMMUNICATIONS

MADURAI, INDIA

Startup partnership firm providing support and services to subscribers of *Aircel* Cellular Network.

Partner

- Managed all operations of firm, including recruitment, sales team management, advertising, liaison with the cellular network, financial & inventory management.
- Responsible for interior design, labor supervision and financial decisions involved in the startup phase of the company.
- Led sales team, which secured 350 customers for the company in the first month of operations.

1998-1999

SHELTERS SANTA FE

SANTA FE, NM

Family-owned construction company.

Design Consultant

- Designed office / residential buildings and supervised construction schedule of a five-level building with apartments, store fronts and office space.
- Designed and published advertising brochures and other media inserts.

Computer Skills

Proficient in Win 9x, Mac OS, MS Office, VBA, HTML, Dreamweaver, CorelDraw, Photopaint, Adobe PhotoShop, Illustrator, Adobe Premiere, FileMaker Pro, Claris Home Page, Xara 3D, Webster, AutoCAD and C programming languages.