

Josiah Johnson

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EDUCATION

University of Arkansas at Little Rock
Universidad Pablo de Olavide

Bachelor of Business Administration in Finance, GPA 3.97/4.0
Bachelor of Business Administration in Economics, GPA 3.97/4.0
Graduated Summa Cum Laude

Graduated Fall 2021
Studied Abroad Spring 2020

Honors & Awards

- Donaghey Scholars Program – Fully-paid honors college scholarship program (accepts 25 students annually)
- First Prize in Economics Division – UA Little Rock 2021 Student Research & Creative Works Expo
- 2021 Signature Experience Grant – Received \$1,000 to fund research project
- Karen Russ Memorial Award for Excellence in Research
- Beta Gamma Sigma – International business honor society

SKILLS

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|---------------------|--------------------|-----------------|-------------------|
| ▪ Detail Oriented | ▪ Microsoft Office | ▪ LaTeX | ▪ Research |
| ▪ Growth Mindset | ▪ Google Suite | ▪ R/Stata | ▪ Consulting |
| ▪ Critical Thinking | ▪ Adobe Acrobat | ▪ Data Analysis | ▪ Problem Solving |

EXPERIENCE

Arkansas Small Business & Technology Development Center

June 2019 – Present

Startup Business Consultant & Market Research, Little Rock, AR

- Research market industry, demographics, & geographical data for 450+ projects through ArcGIS mapping software, proprietary databases, agency contacts, & governmental data
- Advise first-time business owners & aspiring entrepreneurs in the process of starting a business
- Consult 50+ clients needing assistance in business planning, marketing, budgeting, & financing up to \$50,000

Main Street Business Initiatives & Crime in Small Towns

November 2020 – Present

Researcher & Co-Author

- Exploit the television show *Small Business Revolution* using synthetic control methods to study the spillover effects & general efficacy of small business initiatives in small towns as an alternative for crime prevention
- Presented working paper for the UA Little Rock 2021 Student Research & Creative Works Expo, the 2021 Missouri Valley Economic Association, & the 2021 Southern Economic Association

Northwestern Mutual

October 2018 – April 2019

Financial Representative Assistant, Little Rock, AR

- Assisted individual & groups of advisors in new client acquisition, marketing research for business growth, & account/client management
- Enabled my supervisor to ascend in company-wide rankings for client acquisition

A Plus Teaching Supplies

February 2015 – October 2018

Manager & Marketing Consultant, Sherwood, AR

- Grew store sales each quarter by analyzing untapped markets & creating action plans to expand
- Supervised & managed office operations including shipping & receiving, ordering & inventory control
- Designed marketing materials, including flyers, signs, virtual product samples, catalogues, email campaigns
- Grew geographic reach to over 2,500 potential in-state clients & expanded sales to surrounding states

COMMUNITY SERVICE

Our House

December 2018, 2019

Volunteer Coordinator, Little Rock, AR

- Oversaw & directed volunteers as well as assisted with training for fundraising events