

Sung Johnston

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SUMMARY

Management Information Systems student preparing for digital product information work supporting online **product pages, marketing data, digital assets**, and reporting. Academic projects built structured product records, organized collateral, checked data quality, and traced source information through customer facing outputs. Coursework provided practical exposure to PIM, DAM, relational data structures, data warehouse workflows, e commerce activity, and **Where to Buy** pathways. Excel work included validation, lookup functions, duplicate cleanup, correction queues, and transaction analysis. Word, PowerPoint, and Outlook supported clear documentation, presentations, task coordination, and team communication. Independent assignments strengthened problem solving and proactive issue identification, while group work developed listening and written communication. Ready to apply careful organization, curiosity, and practical analysis in a part time remote data clerk role.

EDUCATION

Bachelor's Degree in Management Information Systems
University of Wisconsin Madison GPA: 2.5
Coursework: Data management, business analytics, database systems, digital commerce

2028
Madison, WI

TECHNICAL SKILLS

- **Microsoft Office:** Excel, Word, PowerPoint, Outlook
- **Product Information:** PIM, product catalogs, attribute validation
- **Digital Asset Management:** DAM, image libraries, collateral metadata
- **Data Quality:** Duplicate cleanup, completeness checks, correction queues
- **Data Warehousing:** Warehouse records, relational structures, source tracing
- **E Commerce:** Online catalogs, product pages, transaction analysis
- **Marketing Analytics:** Channel data, referral sources, activity reporting
- **Reporting Tools:** Excel lookups, validation rules, summary tables
- **Communication Tools:** Written updates, verbal presentations, Outlook coordination
- **Business Operations:** Financial reporting, business cycles, strategy analysis

SKILLS

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|----------------|-------------------|-------------------------|-----------------------|
| • Data quality | • Outlook | • E commerce analysis | • Product pages |
| • Excel | • PIM systems | • Written communication | • Marketing data |
| • Word | • DAM systems | • Verbal communication | • Financial reporting |
| • PowerPoint | • Data warehouses | • Problem solving | |

EXPERIENCE

Digital Product Information Project Analyst
University Project

January 2026 - Present
Madison, WI

Supports a supervised product information workflow covering catalog structure, **digital assets**, validation, mock commerce outputs, and reporting. Work connects clean records with usable customer facing information and clear faculty presentations.

- Built a structured catalog of 420 sample electrical products with validation rules and required attributes.
- Organized product images, specification sheets, and collateral through consistent **DAM** metadata conventions.
- Modeled approved attributes moving from **PIM** workflow into a mock ecommerce catalog.
- Used Excel lookups and validation checks to flag incomplete records for correction queues.
- Evaluated a simulated **Where to Buy** pathway using referral and transaction data.
- Documented procedures in Word and presented findings through PowerPoint for faculty review.

Marketing Data and E Commerce Analyst
Course Project

September 2025 - December 2025
Madison, WI

Analyzed simulated retail information across product, channel, transaction, and warehouse records. Team deliverables connected data cleanup with marketing reporting, customer activity, and practical recommendations for improved information quality.

- Analyzed a 12,000 row retail dataset linking product, channel, and transaction records.
- Cleaned duplicate marketing fields in Excel before preparing reporting outputs for review.
- Built relational model connecting product information, **digital assets**, channel listings, and warehouse records.
- Prepared weekly summaries of product page activity, referral sources, and completed transactions.
- Coordinated file reviews with three classmates through Outlook and clarified assignment ownership.

- Proposed attribute corrections after tracing customer and reporting effects across source records.

PROJECTS

Digital Catalog Quality Lab 📅 2026

A small catalog error surfaced during review, prompting a practical audit of attributes, images, collateral, and customer facing outputs. Excel checks and correction queues showed how cleaner product information supports reliable digital merchandising.

Channel Revenue Reporting Study 📅 2025

A simulated referral trail connected product pages with transaction activity. Analysis grouped channel data, reviewed Where to Buy behavior, and presented reporting insights for practical marketing decisions.

LEADERSHIP & AWARDS

- Dean's List recognition, 2025 to 2026, for sustained academic performance.
- School of Business Academic Achievement Award, 2026, recognizing strong business coursework.
- Campus Digital Commerce Case Team contributor, 2025 to Present, supporting collaborative analysis.

CERTIFICATIONS

- Microsoft Learn Career Essentials in Data Analysis 📅 2026
- Coursera Excel Skills for Business 📅 2026

PROFESSIONAL AFFILIATIONS

- Campus Digital Commerce Case Team, 2025 to Present, applying product and channel analysis.
- Peer Technology Tutor, 2026 to Present, helping classmates use business technology tools.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST