

# TAYLOR JOHNSON

San Diego, CA | (562) 241-6492 | [taylorjohnson2022@yahoo.com](mailto:taylorjohnson2022@yahoo.com)

## EDUCATION

### Knauss School of Business, University of San Diego

*Bachelor of Business Administration*

*Double Major: Business Administration & Marketing*

**Cumulative GPA: 3.5**

May 2026

## PROFESSIONAL EXPERIENCE

### Northwestern Mutual

*College Financial Representative*

Prospected and cultivated client relationships through cold calling, networking, and referrals while delivering personalized financial solutions based on individual goals and needs.

**San Diego, CA**

May 2025 - Present

### Digital Creator

*Etsy Shop Owner*

Designed, marketed, and sold custom digital products on Etsy and Printify, managing end-to-end e-commerce operations and utilizing online platforms like Canva and Pinterest to drive traffic and sales.

**San Diego, CA**

May 2025 - Present

### Firecrackers Softball Inc.

*Store Manager*

Delivered prompt and accurate customer service by locating merchandise, coordinating with departments for efficient stock flow, and conducting precise inventory counts to maintain stock accuracy.

**Huntington Beach, CA**

January 2020 - August 2022

### Linda Vista Community

*Community Volunteer*

Coached young children in softball, promoting skill development, teamwork, and confidence through structured practices and positive reinforcement; also volunteered at elderly homes, offering companionship and organizing engaging activities to support social connection and emotional well-being.

**San Diego, CA**

Fall 2022 - Present

### Lucky Duck Foundation

Assisted in preparing and distributing food for the homeless.

**San Diego, CA**

Fall 2022 - Present

## LEADERSHIP EXPERIENCE

### Student Athlete Association Council, USD Athletics Department

*Social Media Manager*

Manage SAAC's Instagram and TikTok accounts by developing and publishing creative content, coordinating with student athletes, and leveraging analytics to boost engagement, visibility, and community impact.

**San Diego, CA**

September 2024 - Present

### Athlete-to-Athlete

*Mentor*

Mentored young athletes by providing personalized guidance, fostering confidence, and helping them set and achieve personal goals; led discussions on sportsmanship, resilience, and academic balance while creating a supportive environment that emphasized teamwork, discipline, and growth.

**San Diego, CA**

## ATHLETICS

### University of San Diego Softball

First Base

2025 USD Softball MVP

2025 WCC Second-Team All Conference

**San Diego, CA**

Spring 2022-Present

2024 WCC Batting Champion  
2024 WCC First-Team All-Conference  
Broke and currently hold the University of San Diego’s single-season double record

AWARDS

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**University of San Diego**  
*Athletic Scholarship* Fall 2022 - Present  
Awarded for outstanding athletic performance and commitment, recognizing excellence in both academics and sportsmanship

ADDITIONAL INFORMATION

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**Technical Skills:** Data Analysis (Excel, Tableau), Social Media Management (Instagram, TikTok, Facebook, Pinterest), Marketing Tools (Canva), Content Creation (Video Editing)  
**Languages:** Spanish, English  
**Interests:** Beach, Fitness, Travel, Culinary Arts, and Dogs