

## Contact

---

### Phone

239-595-9887

### Email

elizabeth.mateo-johnson@okstate.edu

### LinkedIn

www.linkedin.com/in/liz-mateo-johnson

### Portfolio

www.lizmateojohnson.com

## Education

---

Aug. 2020-May 2024

### Merchandising Major Marketing Concentration

Oklahoma State University

GPA: 3.8

Top 50 OSU "Senior of Significance"  
EHS College "Senior of Distinction"  
OSU President's & Dean's Honor Rolls

## Skills

---

Adobe Photoshop, Illustrator, InDesign  
Microsoft Office, PowerPoint, Excel  
Digital Marketing Simternship certification  
Athlete Marketing NIL certification

## Activites/Awards

---

- The Brand Squad, Student-athlete NIL Brand Manager, General Manager, Podcasting
- OSU Hockey Team, Social Media Chair
- Merchandising & Design Association
- OSU President's Celebration of Leadership Award
- OSU Cowboy Spirit Award
- OSU CEHS Student Leadership Award
- Mortar Board Senior Honor Society
- Phi Upsilon Omicron Honor Society
- Phi Theta Kappa Honor Society

# Liz Mateo-Johnson

As a highly motivated senior at OSU, I am pursuing a Merchandising major with a concentration in Marketing. I am honored to be named one of the 50 OSU "Seniors of Significance" (top 1%) for excelling in scholarship, leadership, and service. I have extensive retail and marketing experience, exceptional leadership, creative and customer service skills, and a passion and willingness to learn.

## Experience

---

### ○ May 2023-Present

Dillard's, Oklahoma City

#### Store Leadership Internship

- Assisted leadership team in store walk-throughs to ensure excellence
- Performed high-level visual merchandising to increase sales
- Reviewed buyer sheets, inventory checks, and time schedules
- Participated in management meetings and new hire interviews

### ○ Jan. 2022-Present

OSU Euphoria Fashion Show, Stillwater

#### Executive Producer, Leadership Team

- Participated in the OSU Euphoria Annual Fashion Show as part of its production leadership team
- Managed social media marketing for the event (2024)
- Responsible for creative design, wholesale purchasing, and distribution of merchandise (2023)
- Event is the primary fundraising event for the Fashion Design and Merchandising departments in the College of Education and Human Sciences

### ○ Feb. 2023-May 2023

Maurices, Stillwater

#### Sales Associate/Stylist (Seasonal)

- Expanded sales by identifying customer needs and suggestive selling
- Increased customer engagement through visual merchandising
- Provided exceptional customer service in a fast-paced environment

### ○ June 2022-May 2023

Athleta, Oklahoma City

#### Sales Associate

- Recognized for high performance in merchandise sales and credit card cross-selling
- Strengthened brand loyalty through exceptional customer service
- Identified customer purchasing needs and recommended additional products to enhance satisfaction
- Researched competitors to understand company goals better
- Mentored and trained new junior employees