

Deidra Johnson, MBA

Entrepreneur & Marketing Professor – Drives success through strategic creativity.



Mission, Texas



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PROFESSIONAL EXPERIENCE

Parachute Marketing & Brand Management

Founder

Creates brand presence for organizations to achieve their marketing goals. Our process is designed to empower your brand and outfit your business with the marketing tools needed to succeed

The University of Texas – Rio Grande Valley

Lecturer, Marketing 3320: Personal Branding * & Communication

MARK 4385: Integrated Marketing Communication

Aug. 2022 – Present

Supports students' knowledge and growth in marketing to teach project management, and promote personal branding, facilitation, and communication skills; Emphasizes accountability, consistency, integrity, and value on the need to maintain a positive attitude, as they collaborate with others in a fast-paced environment.

GAF Building Materials

National Training Manager

May 2018 – April 2022

Represented the voice of the customer which supported strategic sales pursuits of internal stakeholders. Program design included special projects with simulations and e-learning content. Coordinated and standardized field-level restoration training programs to support the brand experience, which improved sales, customer success, and employee retention; Collaboration with external SMEs allowed access to research and implementation of new, virtual instructional technology to reduce field training costs. Utilized research insights to continually improve and competently deploy scalable, bilingual training solutions which supported company initiatives in 25 markets across the United States.

Created a customer-needs-based curriculum which led our contractors to generate an average 28% increase in revenue construction projects. The market average is 15%

Liberty Mutual Insurance

Sr. Field Claims Specialist

July 2015 – May 2018

Developed and led a team of specialists ensuring the quality, accuracy, and timely resolution of high exposure and complex projects; Created an interactive map and route for the Fire Investigation Unit to inspect large losses in response to the Smoky Mountain wildfires; Facilitated classroom and virtual training sessions for Compelling Customer Communications ("The Language Doctor") for all of U.S. Consumer Markets – Property Claims.

American Red Cross/Servpro

Disaster Services Lead Specialist

January 2014 – March 2015

Prepared the emergency response plan for businesses, schools, and non-profit agencies; Partnered with other disaster response organizations to create business continuity programs for small businesses across the state (Ready Rating); Sponsored tribal government entities by providing education, training, and grants to strengthen their communities' disaster response programs.

Forever Young Adult Day Care

Owner/Executive Director

April 2011 – December 2013

Led the overall operation of the community by resident needs, government regulations, and internal policies and procedures. Supervised operating and working capital, team training and development, and cash-flow management and modeling. Oversaw building design and construction. Designed all marketing materials, and promotional products and executed the marketing plan.

Farmers Insurance
Claims Specialist

February 2009 - April 2011

Designed, developed, and led two successful pilot programs: 'Right First Time' to reduce claims costs and the vehicle transit and recovery time from Mexico back to the United States by 3.4 days and "Express-Set Up" which increased auto salvage value and revenue proceeds from 2010-2011 by \$79,400.00. Partnered with the National Insurance Crime Bureau to locate, track and recover stolen vehicles taken into Mexico. Assessed value to determine recovery worth. Created and designed an audit process to analyze the accuracy and statistical errors and omissions of contents claims which caused skewed claims evaluation results.

Target

Executive Team Leader - Guest Services
Executive Team Leader - Human Resources

January - December 2008

Responsible for supporting sales activities and store operations—helping run a multimillion-dollar retail location; Drive REDcards (Target Visa Credit Card, Target Credit Card, and the Target Check Card) performance; maintained company-set conversion rate goals every week; Analyze the previous year's fiscal and productivity reports to plan, budget, then forecast the current year's payroll and sales projects; Interact with guests and team members throughout the store, ensuring that the business is running optimally Team member development and performance management to consistently support staffing needs.

EDUCATION AND CREDENTIALS

- Oklahoma Baptist University: MBA - Specialized in Transformational Leadership
- The University of Texas - Rio Grande Valley: B. B. A. - Marketing
- South Texas College: A.S. - Business Administration
- Association of College and University Educators (ACUE): Certificate in Effective College Instruction (Fall 2023)
- Yale School of Management: Certificate in Executive Leadership
- London School of Economics and Political Science: Certificate in Understanding Discrimination (DE & I)
- The University of Texas - Rio Grande Valley: Certificate in Grant Writing
- Association for Talent Development: Certificate in Training and Facilitation
- The University of Salamanca: Certificate in International Relations

SKILLS

- Adobe Creative Cloud
- Animoto Video Creation Software
- Blackboard, Canvas & Docebo LMS
- Business Acumen
- Content Creation
- Corporate Training
- Curriculum Design
- Doodly Animation Software
- Grant Writing
- Improving User Experience
- Large- and Small-Scale Training Programs
- Market Research
- Mentoring
- Microsoft Office + Teams
- People Management
- Problem Solving
- Process Improvement
- Program Evaluation
- Relationship Cultivation & Stewardship
- Staffing
- Storytelling
- Training and Coaching
- Trello, Zoom, Google Workspace, Camtasia

ADHOC PRESENTATIONS

- International Roofing Expo 2022
- Southern States Roofing Expo February 2022
- International Roofing Expo 2021
- National Women In Roofing Day 2021