

Ainura Johnson

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PROFILE

Luxury-focused brand and strategy professional with entrepreneurial consulting experience in market research, product tracking, and client engagement. Background in sociology, business, and legal studies with strong analytical, contractual, and regulatory literacy supporting global brand operations. International training through HEC Paris, ESSEC, Institut FRANÇAIS de la MODE, and intensive French language study at the Sorbonne, preparing for corporate and client-facing roles within luxury fashion, beauty, and lifestyle houses.

EDUCATION

Institut FRANÇAIS de la MODE— Online / Paris, France
Fashion and Luxury Management, Expected July 2026

HEC Paris — Online / Paris, France
Unveiling the World of Luxury Management Certificate, Expected April 2026

ESSEC Paris — Online / Paris, France
Innovative Brand & Digital Marketing Strategies Certificate, Expected April 2026

Université Paris 1 Panthéon-Sorbonne, Paris, France
Intensive French Language Studies, June 2026 – August 2027
Professional and business French with cultural immersion for European luxury markets

University of Illinois College of Law, Champaign, IL
Graduate Studies in Law, 2024 – 2025
Honors: Diversity Attorney Pipeline Program National Scholar, Pro Bono Notation
Selected Coursework: Contracts Law, Civil Procedure, and Property Law
Activities: Corporate Business Law Society, Bankruptcy Law Society (1L Representative), Asian Law Student Association, Phi Alpha Delta, IWIRC, ABI

Georgia State University, Atlanta, GA
Bachelor of Arts in Sociology, August 2021
GPA: 3.82/4.00 — *Magna Cum Laude*
Honors: Global Scholar Distinction, President's List, Dean's List
Selected Coursework & Highlights:

- Social Statistics (A+) – Advanced quantitative analysis and data interpretation
- Global Issues (A+) – Understanding global social trends and cultural dynamics
- Social Research Methods (A+) – Rigorous research design and analytical skills
- Media, Culture, and Society (A+) – Cultural literacy and media influence on consumer behavior
- Principles of Microeconomics (A-) – Economic decision-making and market behavior
- Diversity and Human Relations (A) – Insights into multicultural engagement and organizational dynamics

Activities: oSTEM (Officer), Hopping for a Cure (Vice President)

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PROFESSIONAL EXPERIENCE

Founder & CEO — *Pomegranate Plenty LLC*, Washington, D.C.

Jan 2022 – Jun 2024

Boutique personal shopping firm providing individual consulting solutions, product sourcing including items in the luxury and vintage sectors, and a white glove service for VIPs.

- Analyzed individual profiles and larger market trends to find the right products to source
- Reviewed and refined client-facing marketing materials for clarity, consistency, and brand compliance
- Coordinated sales and service agreements with legal counsel supporting scalable operations
- Managed client relationships and multi-project timelines in high-touch service environment
- Translated customer feedback into actionable brand and messaging enhancements

Client Support Specialist — *Leonard Resource Group*, Washington, D.C.

Jun 2022 – Nov 2022

- Developed targeted outreach strategies increasing sponsorship revenue by 20%
- Designed and analyzed surveys for ~10,000 national convention participants
- Delivered executive-ready reports synthesizing consumer and community insights
- Supported partnerships across government, nonprofit, and private-sector stakeholders

Judicial Externship — *U.S. Bankruptcy Court, Central District of Illinois, Peoria, IL*

Jun 2025 – Aug 2025

- Collaborated with law clerks, attorneys, and court staff to facilitate efficient case management
- Prepared professional memoranda on various legal problems requiring discretion and strategic analysis
- Reviewed individual's and business's documentation, contracts, and asset valuation materials
- Attended various Bankruptcy conferences with Chief Judge Henderson regarding current legal shifts in the field

Experience strengthened financial literacy, professional writing, and risk assessment relevant to luxury corporate environments.

Law & Policy Intern — *The Purple Campaign*, Washington, D.C.

Sep 2021 – Dec 2021

- Researched and analyzed new mandatory education standards for workplace harassment in Fortune 500 companies
- Drafted executive memoranda surrounding the health implications on workplace harassment
- Tracked corporate partner's new innovations in workplace harassment education
- Assisted the social media team on various newsletters and posts across the company's accounts

SKILLS

Luxury & Brand Strategy

Brand positioning • Consumer insights • Product lifecycle awareness • Market research • Brand communications

Business & Operations

Client relationship management • Contract coordination • Stakeholder engagement • Regulatory awareness

Analytics & Communication

Executive reporting • Competitive analysis • Professional writing • Data synthesis

Languages

English (Native) • French (Professional proficiency in progress)