

D'Onthony Johnson

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SCAN FOR SITE

PROFESSIONAL SUMMARY

Business Management senior who has taken two products from problem statement to public launch as the sole owner, directing product definition, pricing strategy, and go to market. I set the scope, prioritize the work, and stay accountable for the outcome.

PRODUCT EXPERIENCE

GoBursar | Founder

gobursar.com

- Took a live SaaS product from problem statement to launch, owning scope, requirements, and release.
- Set monetization on one time passes, not a subscription, with a link students forward to parents.
- Owned go to market and compliance: SEO strategy, privacy policy, terms, and COPPA considerations.

PantryPulse | Founder

pantrypulse.app

- Owned the full product lifecycle of an AI kitchen app, from concept to release on iOS and Android.
- Defined a freemium model with a monthly or yearly Pro plan, plus shared households for families.
- Drove organic growth on Reddit and SEO with zero ad spend, diagnosing a dip as an activation problem.

WORK EXPERIENCE

Handshake | AI Model Evaluation & Quality Analyst

Remote

- Evaluated AI model outputs for accuracy, clarity, and compliance with project guidelines.
- Reviewed, scored, and documented model responses to improve quality and consistency.

FedEx | Package Handler / Operations Support

Charlotte, NC

- Processed 400 to 600 packages per shift with accurate scanning and safe handling.
- Supported a team of 10 to 15 handlers to meet strict nightly dispatch deadlines.

Undergrads Moving | Moving Specialist

Charlotte, NC

- Completed 5 to 10 residential and commercial moves per week, coordinating loading, transport, and setup.
- Delivered high quality service to hundreds of customers across local and long distance moves.

Skilled Trades & Property Operations | Apprentice (Greensboro, NC)

EDUCATION

North Carolina A&T State University. B.S. Business Management. Anticipated December 2027.

CORE SKILLS

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|------------------------------------|---------------------------------|
| • Strategic & Analytical Thinking | • Pricing & Monetization |
| • Go To Market Planning | • Legal & Compliance Groundwork |
| • AI Assisted Development | • Product Design & Direction |
| • Full Product Lifecycle Ownership | • SEO & Organic Growth |

LEADERSHIP AND ACHIEVEMENTS

Blue & Gold Marching Machine (Member)

- Contributed to the 2023 ESPN Band of the Year award.
- Led peers through rehearsals and performance prep for high visibility events.

Exceptionalism in Education Initiative (Participant)

National Society of Leadership and Success (Member)

CERTIFICATIONS

Scrum Fundamentals Certified (SFC), SCRUMstudy. September 2026. Credential ID 1189861.