

Steve Works

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Education

Bachelor of Science | Business Management – Marketing

Brigham Young University-Idaho

April 2020
Rexburg, ID

- Minor: Finance
- 3.73 GPA
- Student Marketing Society President | Jan 2019 – Present
- Related Courses: Market Analysis, Sales and Negotiation, Internet Marketing, Online Business Creations, Social Media Marketing, Marketing Management, Consumer Behavior
- Developed and launched marketing strategy in student-run startup business

Experience

Online Brand Specialist Intern

Venmo

April 2019 – January 2019
San Jose, CA

- Implemented new marketing campaign, announcing new feature of app on two social platforms, which increased conversion rate by 5.25% through A/B testing
- Evaluated Venmo brand performance versus key metrics, which drove prioritization of media buys and changes in social media investment levels
- Streamlined and simplified brand outreach process that allowed the head of brand outreach to contact 25% more companies per week

Teaching Assistant

Brigham Young University-Idaho – Business Marketing Courses

September 2017 – April 2018
Rexburg, ID

- Increased student classroom engagement by 45% through new interactive classroom lesson plans
- Optimized new learning management system for three classes, which decreased semester transition times on system by 50%
- Facilitated academic success while clarifying content and application of principles for students

Marketing | E-Commerce Intern

Backcountry.com

April 2017 – September 2017
Salt Lake City, UT

- Developed a brand awareness Snapchat campaign that was presented to VP of Marketing and approved to launch on platform and delivered +15% awareness
- Led marketing campaigns on Snapchat which increased brand awareness on the platform by 17% and growing platform traffic by 47%
- Boosted customer engagement by 38% on Snapchat through improved content relevance

Volunteer Experience

Full-time Volunteer Representative

The Church of Jesus Christ of Latter-day Saints

June 2013 – June 2015
Bogota, Colombia

- Collected and analyzed data from multiple volunteer groups in order to identify trends and created plans for future growth and improvement
- Obtained conversational fluency in Spanish within six months
- Prepared weekly training meetings for 8-10 fellow volunteers which increased overall effectiveness and group accountability

Skills & Technical Competencies

Social Media Marketing
SEO

Web Development
Photoshop

Email Marketing
Google Analytics

Blogging
Google Ads