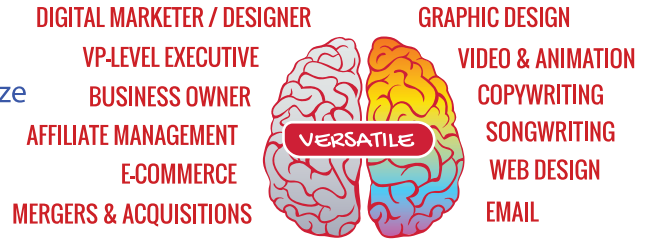


a versatile and innovative marketing and design professional who excels in data-driven decision-making, possessing a deep understanding of current and emerging digital trends. Adept at leveraging machine learning to optimize campaigns and personalize customer experiences. Strong analytical skills, creativity, and proficiency in various digital tools and platforms including Adobe products, Wordpress, Elementor and Logic Pro. Proven track record in creating impactful content, web design, managing social media channels and executing SEO and paid media strategies.



affiliateCREW

2003-2008 AFFILIATE CREW (SALT LAKE CITY, UT)

RECRUITED ONLINE SALES AFFILIATES FOR ADVERTISING AGENCY CLIENTS. DESIGNED & DISTRIBUTED COMMISSION-TRACKABLE WEB & EMAIL GRAPHICS. RESPONSIBLE FOR THE GROWTH OF THE AFFILIATE CHANNEL WITHIN AD AGENCY, MARKETING BOTH PRODUCT SALES & LEAD GENERATION

TOP-COLLEGES

2005-2008 TOP-COLLEGES.COM (SALT LAKE CITY, UT)

WHILE AT AFFILIATE CREW, DESIGNED LEAD GENERATION WEB PORTAL FOR AGENCY'S CLIENTS IN HIGHER EDUCATION, GENERATING HUNDREDS OF THOUSANDS OF WEB LEADS RESULTING IN THE EVENTUAL ACQUISITION OF THE TOP-COLLEGES PROPERTY BY DATRAN MEDIA

DATRAN MEDIA

2008-2010 TOP-COLLEGES.COM (NEW YORK CITY, NY)

UPON ACQUIRING TOP-COLLEGES FROM AFFILIATE CREW, I WAS THE SOLE EMPLOYEE "ACQUIRED" BY DATRAN MEDIA IN THE DEAL, BROUGHT ALONG TO DEVELOP THE EDUCATION CHANNEL WITHIN DATRAN'S EMAIL NETWORKS - THE LARGEST IN THE WORLD AT THE TIME.

Lead Media Partners

2010-2014 DEGREESEARCH.ORG (DRAPER, UT)

RECRUITED AWAY FROM DATRAN MEDIA BY STARTUP TO HELP DEVELOP A MACHINE-LEARNING WEB PORTAL THAT INTELLIGENTLY MATCHED STUDENTS TO SCHOOLS WHERE THEY WERE MOST LIKELY TO ENROLL AND SUCCEED. THEY DID. PEOPLE NOTICED. LEAD MEDIA PARTNERS WAS ACQUIRED IN 2014.



2014-2024 ELLAMIA MEDIA + PICKNROLL MEDIA (SOUTH JORDAN, UT)

SELF-EMPLOYED AS A ONE-MAN WRECKING CREW - CONTRACTED BY BUSINESSES TO BE THE CREATIVE AND MARKETING DEPARTMENTS THEY DIDN'T THINK THEY COULD AFFORD.

2002 UNIVERSITY OF UTAH BACHELOR OF SCIENCE: MASS COMMUNICATIONS / PUBLIC RELATIONS / JOURNALISM / DESIGN