

CARTER FERGUSON

66 N 300 E • Spanish Fork, UT 84660 • 385*251*4497

castcarter@gmail.com – carterferguson.weebly.com – www.linkedin.com/in/carterferguson1

EDUCATION

Brigham Young University

Bachelor of Science, Business (Marketing Anticipated)

Provo, UT

May 2025

- GPA: 3.9

University of Utah, David Eccles School of Business

Bachelor of Science, Business

Salt Lake City, UT

August 2019-April 2020

- Business Scholars – program for high achieving students to explore all areas of business through coursework, team projects, and local, national, and global company visits
- GPA: 3.9

EXPERIENCE

Brigham Young University

Graphic Designer

Provo, UT

January 2023 – Present

- Collaborated with Associate Deans regarding event publications
- Designed branded material as a part of a team for the college of Family, Home, and Social Sciences
- Guided students through conference presentation standards

Exit IQ

Client Outreach Specialist

Salt Lake City, UT

October 2022 – January 2023

- Generated leads for company sales efforts
- Communicated persuasive evidence for why companies should work with us to develop their exit strategy plan
- Documented outreach efforts for outbound company communications

University of Utah, David Eccles School of Business

Business Career Services Marketing Ambassador

Salt Lake City, UT

February 2020 – March 2020

- Customized various publications for the Business School and its affiliates
- Cooperated with a team to promote print and digital advertisements across campus

SERVICE

Brigham Young University Student Association

Student Advisory Council Marketing Director

Provo, UT

October 2022 – January 2023

- Directed all marketing efforts for 30+ representatives from the colleges and departments of the university
- Developed a team and guided the growing publicity of the Student Advisory Council

The Church of Jesus Christ of Latter-day Saints

Volunteer Representative

Vancouver, WA

August 2020 – August 2022

- Managed and directed multiple groups of 10-17 volunteers in setting and achieving organizational goals
- Planned and executed monthly trainings to over 100 volunteers on planning, managing, teaching, and leadership
- Maintained a weekly schedule of 80+ hours for two years

AWARDS, SKILLS, INTERESTS

Graphic Design

- Certified by Adobe on a professional level in Photoshop and Illustrator as an Adobe Certified Associate
- Marketed dozens of professional logos and branding materials for companies, as well as schools and non-profit organizations. (See portfolio website for examples at top of page)

University of Utah Pistol Shooting Team

September 2019 – January 2020

- Trained weekly on and off the shooting range for competitions.
- Charted a logbook of successes and failures, and continually made improvements to form, focus, and strength.