

# REESE SANDERS

## CONTACT

(208) 748-9122

reese.sanders314@gmail.com

## EDUCATION

**Brigham Young University**

B.A. in Communications - 2022

Advertising - Strategic Planning

Minor in Computer Science - 2022

## SKILLS

- Google Ads Certified
- Google Analytics Certified
- Facebook Ads Manager
- Social Media Planning
- SEO
- Excel/Google Sheets
- Adobe Suite
- C++ | HTML | CSS

## SERVICE

**Full-Time Representative - Ukraine**

Church of Jesus Christ of  
Latter-day Saints

- Taught English at all skill levels
- Fluent in Ukrainian and Russian
- Planned service activities
- Trained new volunteers in language and culture
- Led 30 volunteers in 4 cities

## EXPERIENCE

**BYUtv | Marketing Assistant**

Sept 2019 - Present | Provo, UT

- Manage Instagram, Facebook, and TikTok pages for the "Feel Good" TV block
- Post and boost organic Facebook and Instagram content
- Run Google Display, Google Video, and Facebook ads
- Researched keywords and optimized Search campaigns
- Plan digital marketing budgets for 5 TV accounts
- Approve and edit marketing and social content
- Create and grow an organic TikTok page for the show: "The Wizard of Paws"
- Re-edit content for social purposes by cutting episodes into 1-minute snippets and reformating videos to a 4:4 ratio

**BYU Adlab | Strategic Planner**

Mar 2020 - Present | Provo, UT

- Perform research using Mintel, Simmons, and Statista
- Create and analyse surveys in Qualtrix
- Write interview outlines and conduct in-depth interviews
- Write creative briefs using insights based on research
- Ideate creative content based on strategic briefs
- Film and edit 30-second advertisements

**A&B Productions | DJ/MC**

Apr 2016 - Sept 2016 | Sept 2018 - Aug 2020 | IF, ID

- DJed and MCed weddings, proms, college parties, and corporate events
- Met with clients to pitch our business and plan events
- Interacted with small parties of 20 and with conferences of over 1,000 attendees
- Evaluated situations and adjusted plans to meet the needs of my clients in real time

**BYU-Idaho Scroll | Desk Editor**

Apr 2019 - Aug 2019 | Rexburg, ID

- Led a team of 5 reporters, taught bi-weekly lessons, and checked in with my team daily
- Met with university officials to discuss upcoming events and report Scroll's recent activity
- Edited and provided feedback on student articles
- Interviewed, researched, and wrote weekly news articles