

Tyson Lovless

Marketer, SEO Enthusiast, BYU-I Student

984-202-1231 | LinkedIn Profile

Education

Bachelor Business Management - Marketing

Brigham Young University - Idaho

Minor: Data Science

Related Courses: Integrated Digital Marketing, Web Business Creation, SEO, Content Creation, Account Management

Skills & Technical Competencies

SEO, Google Ads, Looker Studio, Account Management, Python, Google Analytics, Microsoft Excel, Meta Ads, Hubspot Digital Marketing

Experience

Collections Clerk

Madisonhealth - Rexburg

Oct 2024 - Current

- Worked over 1,000 accounts in contacting, managing, and problem solving.
- Responsible for collecting on accounts that totaled over \$900,000 for the business.
- Aided in creating guides and resources to be used in training new employees.

Project Coordinator

The Occasions Group - Taylor Corp - Rexburg

Oct 2022 - April 2023

- Worked alongside management in closing a clients account and the relocation of their product.
- Utilized Excel to track and report data on the progress of the project.
- Managed over a dozen people in carrying out the project.

Student Consultant, Small Business Management

Brigham Young University – Idaho - Rexburg

June - July 2023

- Member of a student team that consulted VitaLife Infusions, a small business in Idaho.
- Researched and analyzed why customers weren't returning to increase retention.
- Created a survey, pamphlets, and an infographic to keep customers informed.

Volunteer Experience

Content Creation

JustServe - Southwest US

March 2024 – June 2024

- Created marketing content for JustServe, gaining traction and engagement with thousands of likes and shares.
- Drove traffic to their app, increasing usage and activity in local service projects.
- Analyzed performance and opportunities for growth and development.

Full-time Service Missionary

The Church of Jesus Christ of Latter-day Saints - Puebla, Mexico July 2018 – May 2020

- Served in 2 leadership positions over a span of 10 months within 3 different areas in training and leading up to 4 groups of missionaries
- Obtained conversational fluency in Spanish within six months
- Performed 10 hours a day, 6 days a week, excluding 3 hours of study and preparation