

# **Benjamin Hall**

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## **EDUCATION**

### **Brigham Young University – Marriott School of Business**

*Entrepreneurial Management*

*Provo, UT*  
*Aug 2022-Apr 2026*

- Overall GPA: 3.47
- ACT 30
- Creators Club Member
- Crocker Innovation Fellowship

## **EXPERIENCE**

### **Rotala/Salty Dude**

*Founder & Product Developer*

*Provo, UT*  
*Jan 2025-Present*

- Built and scaled two e-commerce brands: Rotala (aquarium technology) and Salty Dude (men's haircare)
- Designed and launched physical products, managing sourcing, packaging, fulfillment, and customer experience
- Created and optimized Shopify stores, leading product listings, pricing and A/B tested marketing strategies
- Managed email campaigns and paid ads that reached thousands of targeted customers

### **Tumblr**

*Marketing Lead & Web Developer*

*Provo, UT*  
*Sep 2025-Present*

- Built and manage the brand's Shopify store, including design, layout, and product setup
- Run all digital marketing efforts across high-performing Meta and TikTok ad campaigns
- Produce high-performing and analyze ad performance data to increase ROI

### **BYU Radio Podcast Producer – Deep Blue**

*Producer*

*Provo, UT*  
*May 2023-Present*

- Increased listenership by 80%
- Produce intriguing and engaging podcast episodes consistently and on deadline
- Coordinate the interview of the show's guests

### **Bright Planet Solar**

*Account Manager*

*Provo, UT*  
*Apr 2023-Sept 2023*

- Managed and solved hundreds of solar-related issues daily
- Solved large problems in a high-pressure environment

## **SERVICE**

### **The Church of Jesus Christ of Latter-day Saints**

*Volunteer Representative*

*Honolulu, HI*  
*Sep 2020-Aug 2022*

- Set vision and goals for a team of 15 volunteers to accomplish organizational objectives
- Designed and delivered weekly training programs on planning, leadership, teaching, and stress-management
- Maintained a rigorous schedule of 90+ hours per week for two years

## **AWARDS, SKILLS, CLUBS**

- BYU Creators Club
- BYU Men's Chorus
- BYU Folk Dance Club
- Boy Scouts of America, Eagle Scout