

Bryce Peterson

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-----Failed hundreds of times in pursuit of ideas that I can be proud of-----

EDUCATION

Brigham Young University

Bachelor of Communications, Emphasis in Advertising
Minor in Business

Sep 2023-Apr 2027

Provo, UT

COMPETITION EXPERIENCE

NSAC

Sep 2025-Present

Director of Testing, Strategist

Provo, UT

- Led a team of 6 people conducting 11 primary research tests and reviewing 70+ secondary sources
- Led a team of 4 people in performing concept testing leading to 69% audience satisfaction.

Young Ones, Effies, D&AD

Jan 2026-Present

Lead Strategist

Location

- Balanced researching 3 target markets at the same time creating 15+ insights delivered on time
- Analyzed over 70+ primary and secondary research sources to connect brand to consumer insights

CLASS EXPERIENCE

BYU AdLab

Sep 2025-Present

Strategist

Provo, UT

- Learned to develop powerful, concise creative briefs from advice given through 45+ revisions across 7 projects for spec clients including Redbubble, Brooks, Vans, Crocs, Oakley, Minecraft and Ralph Lauren
- Learned how to develop POV documents, brand strategies, and social strategies

WORK EXPERIENCE

BYU Carpentry

Sep 2025-Present

Student Carpenter

Brigham Young University

- Kept track of on average 6 projects at a time resulting in 92% completion of projects on time
- Improved conditions of 29 buildings across Brigham Young's campus resulting in a safer campus

BYU School of Communications

Sep 2023-Apr 2024

Secretary

Brigham Young University

- Managed over \$10,000 worth of camera equipment for the use of over 70 journalism students
- Implemented a new check-out system that allowed the department to track check-in and check-out times of over 80 students, increasing equipment return times by 25%
- Renovated 2 audio booths and refurbished over 135 pieces of equipment to prepare for new systems.

VOLUNTEER EXPERIENCE

Church of Jesus Christ of Latter-Day Saints

Sep 2021-Jul 2023

Volunteer

Wichita, Kansas

- Planned and executed 1-2 service projects weekly in teams of two to eight across areas of Kansas, Oklahoma and Colorado, helping to strengthen and get to know the residents there.
- Translated church meetings from English to Spanish featuring 2-3 speakers on various topics

SKILLS/ABILITIES

- Proficient in Adobe Suite used to produce and manage a personal adventure and gaming YouTube channel with videos achieving 6,000 views
- Proficient in Google Slides, creating and designing over 50 presentations
- Varsity letters in track and cross country