

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
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COMPETITION EXPERIENCE

NSAC <i>Director of Testing, Strategist</i> <ul style="list-style-type: none">▪ 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.	Sep 2025-Present Provo, UT
Young Ones, Effies, D&AD <i>Lead Strategist</i> <ul style="list-style-type: none">▪ 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	Jan 2026-Present Location

CLASS EXPERIENCE

BYU AdLab <i>Strategist</i> <ul style="list-style-type: none">▪ 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	Sep 2025-Present Provo, UT
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WORK EXPERIENCE

BYU Carpentry <i>Student Carpenter</i> <ul style="list-style-type: none">▪ 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	Sep 2025-Present Brigham Young University
BYU School of Communications <i>Secretary</i> <ul style="list-style-type: none">▪ 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.	Sep 2023-Apr 2024 Brigham Young University

VOLUNTEER EXPERIENCE

Church of Jesus Christ of Latter-Day Saints <i>Volunteer</i> <ul style="list-style-type: none">▪ 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	Sep 2021-Jul 2023 Wichita, Kansas
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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