

# CALLIE WELCH

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## EDUCATION

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**Brigham Young University – Idaho** Bachelor of Science in Web Design and Development Dec 2021

- Emphases in Business Marketing and Design
- Relevant Coursework: Web Front End Development, Web Backend Development Vector Graphics, Object Oriented Programming, Graphic Design, Web Business Creation, Typography, Social Media Design, Professional Presentations

## EXPERIENCE

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**The Duley Group** – Sr Manager Media and Web Content Bentonville, Arkansas April 2021– Current

- Oversaw students in classroom and common areas to monitor, enforce rules and support lead teacher
- Collated classroom materials to help teachers prepare for daily instruction and activities
- Supported student learning objectives through personalized and small group specialized teaching

**Callie Co Photography** – Chief Photographer; Bentonville, Arkansas Aug 2020 – Current

- Direct photo shoots with adept knowledge of lighting and visual design elements mixed with modern styles
- Perpetuate optimal levels of demand for business through dynamic pricing strategies and innate marketing ability
- Utilize branded social media pages to maintain 5-star ratings and high customer satisfaction in a competitive market

**Green Tea Hawaii** – Ecommerce Director; Honolulu, Hawaii Aug 2018 – Feb 2019

- Managed supply chain operations from order execution through packaging and delivery
- Collaborated with management, crew members, and other associates to preform efficiently and reach goals
- Supervised store-front operations and sales teams while maintaining customer relationships

**Belle at the Beach** – Owner and Founder; Rexburg, Idaho Apr 2018 – Aug 2018

- Created a small business during school that generated \$5,000 in profits in its first six weeks
- Ran diverse marketing campaigns including professional advertisements through Google, Facebook, and Instagram
- Built website with landing pages, navigation, and functionality, as well as audience funnels and data capture points

**Private Families** – Professional Nanny; Rexburg, Idaho May 2015 – Mar 2018

- Established lasting, professional connections with parents and children by encouraging open communication and delivering positive feedback
- Built positive and nurturing environments to support child social and emotional growth

## LEADERSHIP, ACTIVITIES, HONORS

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**National Honor Society** – Member Aug 2014 – May 2015

*Briarcrest Christian High School*

**International Thespian Society** – Member Aug 2013 – May 2015

*Briarcrest Christian High School*

**University Honors** FA 2018 – Current

- Brigham Young University – Idaho; Thomas E. Ricks Scholarship Recipient
- Web Business Creation Course – Most successful business created out of 52 students

## ADDITIONAL INFORMATION

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- Computer Skills: Adobe; AfterEffects, Illustrator, InDesign, Photoshop, and Lightroom, HTML, MySQL, CSS, HTML 5, JavaScript, Canva, 90 WPM typing speed, MS Word, MS PowerPoint, MS Excel
- Certifications: Python, WordPress, CSS, mySQL
- Languages: Basic Spanish
- Work Eligibility: Eligible to work in the U.S. with no restrictions