

Dallin Bentley

(801)-979-3209 | dallinbentley98@gmail.com | www.linkedin.com/in/dallinbentley

EDUCATION

Bachelor of Science, Information Systems

Apr 2022

Brigham Young University - Marriott School of Business

Provo, UT

- GPA 3.84
- BYU Scholar Athlete
- Member – Association for Information Systems (AIS), Extramural Athletes' Resource Project
- Specialized Courses: System Analysis and Design, Database Systems, Machine Learning, Business Programming

EXPERIENCE

Cofounder

May 2020 – Present

BentStone Media

Provo, UT

- Manage business operations, helping increase revenues by 100%
- Run paid advertising campaigns improving consumer engagement by over 100%
- Leverage Google Search data to plan, create, and implement successful PPC campaigns

Outreach Specialist

Jul 2019 – Aug 2020

BASE Search Marketing

Provo, UT

- Spear-headed a project utilizing new tools, increasing outreach efficiency by 66%
- Established partnerships with 40 bloggers, resulting in \$120,000 in revenue
- Applied creativity and problem solving in an unstructured environment to achieve goals

Deliverable Manager

Jan 2020 – Apr 2020

On-Campus Internship – Nielsen Holdings

Provo, UT

- Used Python, R, and Excel VBA to develop an automation model for Walmart's assortment process
- Managed all deliverables of team, including reports, letters, plans, and presentations

Volunteer Representative

Jul 2017 – Jun 2019

The Church of Jesus Christ of Latter-day Saints

Mexico City, MX

- Led a group of 24 volunteers in goal setting and training resulting in project success
- Helped over 1000 people develop better habits and overcome weaknesses
- Taught English to a group of 20 every week

SKILLS & ACHIEVEMENTS

- Proficient in JavaScript, HTML, and Excel VBA
- Experienced with Python and R
- Foot Locker Scholar Athlete, Blake Strebel Award Winner, BYU Scholar Athlete
- In high school, led a fundraiser that raised over \$17,000 for the Make-A-Wish Foundation
- Made and delivered English learning kits and taught English in Cuzco, Peru for two weeks
- Fluent in Spanish
- Favorite Book: *How to Win Friends and Influence People* by Dale Carnegie
- Member of the BYU Men's Lacrosse Team
- Eagle Scout