

Devin Driskill

www.linkedin.com/in/devin-driskill
612-231-7796 • devinldriskill@gmail.com

EDUCATION

Brigham Young University, Provo

Pre-Business, Emphasis on Marketing

Apr 2027

Provo, UT

- 3.66 GPA
- Relevant coursework: Marketing Management, Intro to Global Supply Chain Management, Economics Principles and Problems, Intro to Information Systems,

PROFESSIONAL EXPERIENCE

General Mills, Inc.

Jan 2025 - Apr 2025

On-Campus Internship -- Fruit Gushers Candy Differentiation*

Provo, UT

- Crafted a plan including 5 different marketing strategies available to General Mills to differentiate a popular product, Fruit Gushers, as a competitive product in the gummy candy market
- Researched consumer attitude towards Gushers products by interviewing over 100 members of the targeted Gen Z market
- Collaborated regularly with 4 other interns as report manager, overseeing and organizing the documentation of progress and research findings throughout the project

Creamies Premium Ice Cream

Sep 2024 - Dec 2024

On-campus Internship -- Marketing Development Project*

Provo, UT

- Crafted, planned, filmed, and edited various Instagram marketing posts with a team of interns, producing 250+ stylized photos and 30+ Instagram videos over 4 months
- Communicated with sponsor's marketing manager to align sponsor's vision with interns' efforts. Organized Zoom meetings with sponsor, streamlined information on deliverables from sponsor to interns, and coordinated delivery of materials to interns
- Spearheaded an additional market research deliverable, collecting data on prices, products, and flavors of competing ice cream companies in Creamies' potential new markets

For the Strength of Youth

May 2024 - Aug 2024

Youth camp counselor

Various locations

- Co-Presided over administering and overseeing a week-long church and social event for a different group of 10+ teenagers every week. Worked with 150+ youth in 5 different states
- Facilitated frequent group discussions between youth, as in addition to providing individualized council for youth in group, to initiate both social connections and individual learning
- Collaborated and assisted a team of counselors to execute activities to engage the youth, including game nights, social dances, and camp orientations

VOLUNTEER EXPERIENCE

The Church of Jesus Christ of Latter-day Saints

Layton, UT

Full-time representative

Jan 2022 - Dec 2023

- Initiated meaningful interactions with 10+ people daily, in order to improve lives through sharing and creating personal experiences. Also experienced rejection and learned to self-evaluate and adjust
- Served as a leader over other representatives in the area. Worked closely and on an individual level with 39 different volunteers, giving helpful feedback, motivation, and aid in efforts
- Planned, coordinated, delegated, and taught 20+ workshops with other volunteers about communication teaching, and goal-setting skills

SKILLS

- 13+ years of experience studying Spanish. Is conversationally fluent
- Proficient in Microsoft Excel, including VBA coding
- Has experience with Tableau, SQL, and limited experience with HTML

ADDITIONAL INFORMATION

**For more information on both on-campus internships, contact the BYU Experiential Learning Director below:*

David Hollan - Director, Experiential Learning, Brigham Young University.

dhollan@byu.edu -- 801-422-8928