

EMILY RUST



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Greater Phoenix Area

EDUCATION

2023 – 2025

Bachelor's: Software Development

Brigham Young University – Idaho

2015 – 2020

Bachelor's: Communications

Minor: Business Management
Brigham Young University

SKILLS

- Adobe Creative Suite Programs
- Microsoft Office Suite Programs
- Tableau
- SQL
- HTML and CSS
- Python
- JavaScript
- Photography
- Graphic Design

VOLUNTEER WORK

Sub for Santa
St. Mary's Food Bank
Blood Drive Coordinator

My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style.

–Maya Angelo

EXPERIENCE

Premion – Digital AdOps Team Lead

2021 – Present

- **Leadership and Team Management:** Assisted in the management of a 10-member team, providing training, coaching, and regular one-on-one performance evaluations. Demonstrated strong leadership skills in fostering a collaborative and high-performing team environment.
- **Ad Operations Expertise:** Executed day-to-day ad scheduling using various ad servers, with an in-depth understanding of digital ad placements, and with the ability to troubleshoot issues effectively.
- **Strategic Collaboration:** Collaborated seamlessly with the client services team to ensure the success of advertising campaigns. Played a pivotal role in aligning operational efforts with overarching business objectives.
- **Proactive Initiative:** Demonstrated a proven ability to take initiative and independently drive projects forward with minimal supervision. These projects contributed to the team's overall success.

*Esprit*a – Marketing Intern

2019 – 2020

- **Market Research Expertise:** Conducted extensive secondary research on the target market, providing valuable insights that informed future marketing campaigns and strategies for Esprit'a's direct sales channel.
- **Multifaceted Content Creation:** Generated diverse marketing documents, including both printed and digital assets, to enhance social media presence and support in-home presentations.
- **Innovative Sales Training:** Assisted in the creation of a proprietary sales training app for direct sales distributors, contributing to the enhancement of training methods and materials.

BYU AdLab – Account Manager

2018 – 2020

- **Client Project Management:** Managed real client projects concurrently with academic studies, oversaw creative teams of 3-6 individuals for spec campaigns and consulted on actual client briefs.
- **Creative Problem Solving:** Applied creative problem-solving techniques to address clients' marketing challenges, often exploring non-traditional means for effective solutions.
- **Versatile Support:** Provided support on various productions and sets and contributed in roles such as art director, grip, assistant, and driver. Showcased adaptability and willingness to contribute in diverse capacities.