

# Evan Dunham

730 Canoe Trail, Vero Beach, FL 32963  
(305) 987-5424 | edunham0@byu.edu

## EDUCATION

### Brigham Young University – Marriott School of Business

*Bachelor of Science in Pre-Business*

Provo, UT

Apr 2030

- GPA 3.60 / 4.00
- SAT 1320 /1600
- Member of Finance Society

## EXPERIENCE

### Carabie Marketing Internship

*Deliverables Manager*

Salt Lake City, UT

Jan 2025 – April 2025

- Strengthened Carabie's brand visibility and public profile through targeted marketing strategies.
- Increased social media engagement by identifying key platforms (Instagram, TikTok) and implementing a structured content calendar.
- Spearheaded B2B outreach by identifying potential retail and institutional partners (e.g., pediatricians, bookstores, libraries) and crafting marketing materials for collaboration.
- Leveraged influencer marketing by connecting with Instagram and TikTok creators in relevant niches to drive brand awareness and increase customer trust.
- Conducted a cost-benefit analysis of selling on platforms like Amazon, Shopify, Etsy, and Instagram Shop to determine the most profitable and scalable e-commerce strategy.

## LEADERSHIP & SERVICE

### Model UN-VBHS

*Secretary*

Vero Beach, FL

Aug 2022 – Mar 2024

- Scheduled Team Meetings
- Discussed funding with President of the club and the school
- Attended Multiple Model UN trips to University of Florida and Miami Dade College
- Presented Lectures on types of Model UN events to Club for team Meetings

### Vero Beach Cross-Country and Track Team

*Captain and Co-Captain*

Vero Beach, FL

July 2022 – May 2024

- Lead Team Practices when multiple Coaches were let go
- Built strong team morale and unity, applied leadership skills to maintain control during difficulties with coaching
- Developed the training plan and race schedule for 20 athletes with coaching staff
- Led team to back-to-back district titles in Cross Country and Track
- Led team to regional titles in Cross Country and Track
- Led team to top 5 finish at State Championship meet

## AWARDS, SKILLS & INTERESTS

- Founded Vero Beach Track Club, independent from the school. A club team which supported ten runners that didn't have the opportunity for indoor experience and year-round training. Developed a training plan as well as scheduling and planning track meets for the team.
- Speak Spanish and Mandarin- Intermediate
- Interests: Enjoy travel and learning about cultures. Lived overseas in Singapore from 2013-2016 visiting 19 countries.