

WHITNEY MERRILL

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EDUCATION

Bachelor of Arts Communications: Advertising
Brigham Young University

June 2014 – April 2020

EXPERIENCE

Account Manager | BYU AdLab

March 2018 - Present

- Produced video ads with 25+ cast and crew members
- Lead strategy team that researched university communication methods
- Managed creative team that focused on ideation for gun reform campaign
- Assisted in research to understand men and women's feeling about the business school
- Clients: Marriott School of Business, Fight Gun Fire with Fire (The One Club for Creativity)
- Spec work: Scrub Daddy, Burger King, Swiffer, Strava, Quasar Science

Secretary | BYU Department of Church History

Sept. 2017 - Present

- Oversee submission of textbooks requested by professors in the department to the BYU Store
- Manage faculty news board
- Assist those who call with questions related to the department

PR Representative | BYU College of Fine Arts and Comm.

Sept. 2014 – April 2015

- Oversaw social media campaign to create interest in the college's 50th anniversary celebration of their building
- Created content for the college's social media accounts that would be engaging and drive action
- Interacted with students and other affiliates of the college on social media by responding to their content and answering questions

VOLUNTEER

Volunteer | Russia Vladivostok Mission

June 2015 – Dec. 2016

The Church of Jesus Christ of Latter-Day Saints

- Coordinate church service activities
- Trained new volunteers and assisted in language learning
- Organized events for local congregations
- Planned and lead group discussions during an English club