

**Henry G. Thomas**

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**Education**

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<b>The University of Utah, David Eccles School of Business</b>	<b>Salt Lake City, Utah</b>
Bachelor of Arts in Marketing	August 2022
Minor: Psychology & Music Technology	

<b>The University of Utah, Full Stack Web Development Coding Bootcamp</b>	<b>Salt Lake City, Utah</b>
Full Time Coding and Web Development Online Class	April 2024
<ul style="list-style-type: none"><li>○ Learned the fundamentals of professional website and application development and applied them to a portfolio of finished products.</li></ul>	

**Related Course Work**

Advertising Creative	Spring 2022
<ul style="list-style-type: none"><li>○ Inundated myself in the creative process, rattled every doorknob down the creative hallway, and developed a proprietary advertising campaign with a group of 4.</li><li>○ Integrated examples of previous marketing triumphs into a campaign, absorbing and becoming inspired by renowned advertising achievements.</li></ul>	
Marketing Management – Capstone Marketing Class	Fall 2021
<ul style="list-style-type: none"><li>○ Studied branding and promotion of products, target demographic alignment, product-market combination, the marketing mix, supply and demand, and communication.</li></ul>	

<b>Universidad de Oviedo</b>	<b>Oviedo, Spain</b>
Spanish Immersion	Summer 2017
<ul style="list-style-type: none"><li>○ Studied abroad in Oviedo, Spain taking accelerated Spanish. (Fluent in Spanish)</li></ul>	

**Experience**

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<b>Firetoss</b>	<b>South Jordan, Utah</b>
Pay-Per-Click Advertising Intern	Summer 2022
<ul style="list-style-type: none"><li>○ Independently created, uploaded, tracked, and optimized advertising campaigns, which returned revenue as high as 8 times what was spent on the advertisements.</li><li>○ Aligned ad placement to search intent through carefully curated keyword lists and ensured ads were only shown to the desired target demographic.</li><li>○ Wrote creative ad copy for a large variety of companies across many industries.</li></ul>	

<b>Sorenson Digital</b>	<b>Salt Lake City, Utah</b>
Marketing Strategist & Social Manager	March – August 2023
<ul style="list-style-type: none"><li>○ Worked directly with business owners managing their brand and aligning their marketing strategy while producing, editing, and coordinating content for social media.</li><li>○ Created a customer-focused marketing plan for each business and tactically implemented it, monitored success then evaluated and updated the plan periodically.</li><li>○ Used theories of target demographic selection and the marketing funnel to bring customers through the buying process, increasing conversion for clients.</li></ul>	

**Interests**

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- Hosts concerts at music venues in Salt Lake City, produces and performs proprietary music.
  - Lifelong big mountain rider and outdoor enthusiast.
  - Invests in a private portfolio of stocks; returns paid for education and living expenses.