

# Jared Nygren

208-403-8368 | jarednygren6@gmail.com | www.linkedin.com/in/jarednygren

---

## PROFESSIONAL EXPERIENCE

### **3M COMPANY | Health Information Systems Division**

Salt Lake City, Utah

#### Marketing Communications Associate

August 2017 – Current

- Currently leading a team of seven to optimize the web pages for the 3M™ 360 Encompass™ Platform, which generates over 220 million in annual revenue.
- Created e-Guides and product fact sheets to demonstrate the value of 3M's proprietary artificial intelligence (AI) engine.
- Managed professional partnerships with media organizations, marketing agencies, and renowned healthcare systems.
- Developed automated B2B e-mail marketing campaigns to new email lists, achieving click to open rates of about 37%.
- Interviewed industry experts to create case studies, infographics, sales decks, blog posts and e-Blasts to demonstrate 3M's big data analytics capabilities, providing hard evidence for 3M's Customer Relationship Executives.
- Conducted VOC research by conducting site-use analysis using methods such as surveys, focus groups, user interviews and website analytical tools.
- Developed target personas and customer journey maps for key SEM, LinkedIn, and direct mail marketing campaigns.

### **Rising Star Outreach**

Tamil Nadu, India

#### Course instructor

Jan 2017-April 2017

- Conducted research on current micro-financed businesses in leprosy-affected colonies, leading to the development of a business training module and pilot study for implementation to 26 leprosy colonies.
- Initiated the development of microfinance record training to improve financial records and generate accurate KPIs.

### **HITACHI | Data Systems**

Rexburg, Idaho

#### Cloud Storage Analyst Intern

August 2016 – December 2016

- Worked directly with the chief economist to develop customer cost analysis modules for cloud storage services.
- Conducted preliminary product research to create accurate long term digital retention cost models.
- Presented two business cases to the chief economist to analyze which products are more cost efficient, resulting in the development of collateral material for upcoming partnership announcements with optical vendors.

### **3M COMPANY | Health Information Systems Division**

Salt Lake City, Utah

#### Marketing Intern

May 2016 – August 2016

- Oversaw analysis of ROI, customer feedback and 3M's current marketing strategy, leading to a product reposition plan.
- Created three written case studies to demonstrate the products impressive ROI results, providing hard evidence for 3M's Customer Relationship Executives.
- Delivered video clips, eGuides, ppt slides, and infographics to 3M's national sales force.

### **The Dealio**

Rexburg, Idaho

#### Marketing Communications Intern

August 2015- December 2015

- Grew the Dealio brand by identifying and negotiating sales with almost 10 new clients.
- Managed social media accounts for four businesses - created and posted weekly images and deals.
- Filmed and edited a commercial video for Hemming Village.

---

## ACADEMIC EXPERIENCE

### **Brigham Young University – Idaho**

Rexburg, Idaho

#### Bachelor of Science, Business Management

Graduated July 2017

#### Cumulative GPA: 3.967

##### Selected Projects:

- Online Business Creation: Built and launched an online business. Managed SEO, Google AdWords, and PPC.
- Business Competitions: First place Business Professionals of America Nat'l Comp. Second place – Rexburg Business Competition. Second place – BYU-Idaho Idea Pitch. Third place – Boise State Idaho Entrepreneur Challenge.

### **BYU-Idaho Entrepreneur Society**

BYU-Idaho

#### President

August 2015 – April 2016

- Led a team of 20 to increase society attendance by over 100% – average attendance 70.
- Initiated, developed and helped facilitate a Great Idea Video Pitch Competition, which enabled the top students to compete at BYU-Hawaii – 21 teams participated totaling up to nearly 60 students.
- Led BYU-Idaho Students to compete in the Idaho Entrepreneur Challenge resulting in a total of \$21,000 of seed funding.

---

## COMMUNITY VOLUNTEER EXPERIENCE

### **The Church of Jesus Christ of Latter-day Saints**

Columbus, Ohio

#### Volunteer Full-time Missionary - Assistant to the president

May 2012 – May 2014

### **Guangxi University**

Guangxi, China

#### Volunteer English Teacher

July 2011 – December 2011