

KATELYN STROBEL

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EXPERIENCE

Student Body Vice President – *Brigham Young University*

Provo, UT | Current

- Increased student service events' reach from 30% to 97% of students using specific campus-wide demographic targeting
- Managed \$300,000 budget to support 350+ student activities, clubs, and councils across 33,000 student campus
- Oversaw 100+ volunteers during election campaign, resulting in biggest winning margins in recent history (55% of total vote)
- Used social media marketing campaign to generate record breaking student engagement with 218K social media impressions

Startup Cofounder and CEO– *AllyWatch*

Provo, UT | Current

- Machine learning startup company which provides emergency response for in-home elderly
- Won competitive seat as a Crocker Innovation Fellow (12% acceptance rate), securing access to \$50,000 cash funding
- Managed development team to create biomonitoring Apple Watch and iPhone application in under 6 months
- Awarded Miller Business Model Competition 3rd Place, Social Venture Academy Best Idea, Opportunity Quest 3rd place

Digital Marketing Specialist –*Canopy*

Lehi, UT | Current

- Advanced work with B2B Google AdWords, LinkedIn, Facebook Advertising; A/B testing conversion increased by 116%
- Lead Company's Product Persona Data analysis, A/B Testing Platform, and Business Analytics Stack

Lead Business Data Analyst Intern – *Benetech*

Palo Alto, CA | 2016

- Used Microsoft Access to migrate 600+ marketing spreadsheets into a single SQL database reducing analysis time by 40%
- Conducted 50+ usability studies to analyze customer onboarding experience, improving SEO exposure and conversion by 10%

Internship Consultant – *Marriott School of Business*

Provo, UT | 2016

- Consulted with 150+ interns to successfully complete high impact projects for Frito Lays, DaVita, Qualtrics, Boeing, etc.
- Received 100% satisfaction score from 24 different companies and 150 interns, resulting in highest rated consultant award

Marketing Strategy Intern – *Cricut*

Salt Lake City, UT | 2015

- Produced in-house social media content, saving company \$18,000 in outsource costs
- Daily work with Google Plus, Google AdWords, Facebook, and Instagram reaching 500K+ potential consumers

EDUCATION

Brigham Young University – *Marriott School of Business*

Provo, UT | 2014-2018

Honors Bachelor of Science in Business Management

- GPA 3.72/4.00
- Minor in Communications

Global Business Study Abroad

EMEA | 2015

- Observed and analyzed international business organizations including the London Stock Exchange, Barclay's, Ruckl, PwC, Nike, Hyundai, and NBA China

HONORS

- Harvard Women in Business Delegate
- Crocker Innovation Fellow
- Ballard Social Innovation Scholar
- BYU Speech and Debate Team President
- Women in Business Mentor
- National Honor Society Presidency (Top 20% of Class)
- Student Body Vice President
- Speaker at 12,000 person Mormon Women's Conference

SKILLS & INTERESTS

- Proficient in Microsoft Excel, Microsoft Access, Adobe Photoshop, Adobe Lightroom, and Final Cut Pro, SQL, HTML, C++
- Raised \$15,000 for college scholarship assistance for underprivileged women; presented curriculum to over 10,000 students
- Undergraduate Honors Program Thesis work studying the scientific method in startup processes
- Miss Idaho Runner-up, Overall Talent and Interview Winner, awarded \$20,000 in scholarship