

# Mick Rudolph

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## EDUCATION

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**Brigham Young University – Marriott School of Business** Provo, UT  
*Bachelor of Science, Marketing* Dec 2021

- Director of Senior Involvement | Marketing Association

**Skills:** VBA, Tableau, R Studio, Excel, MS Office, Adobe Creative Suite, Google AdWords, Facebook Ads

## EXPERIENCE

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**Brigham Young University Business Career Center** Provo, UT  
*Marketing Coordinator* Oct 2019–Present

- Created and implemented a promotional campaign that increased product usage by 10x

**Cummins** Shoreview, MN  
*Marketing Communications Intern* Jun 2019–Aug 2019

- Developed and implemented a lead nurture program to qualify 360,000+ leads via an email campaign
- Integrated visual brand strategy in a showcase site that experiences 700+ traffic of target market annually

**Utah Community Credit Union** Provo, UT  
*BaZing Sales Business Development Intern* Jan 2019–Apr 2019

- Generated traffic for 80+ small business owners by adding them to the BaZing discount merchant list

*Social Media Marketing Intern* Sep 2017–Jan 2019

- Increased social media following 250% by creating and implementing a comprehensive content strategy
- Increased content engagement 8x, improving brand awareness and perception with our target audience
- Improved employee morale and communication by creating an idea forum for UCCU's 450+ employees
- Independently managed our online presence by fulfilling all communications on all social media platforms

*Assistant Vault Teller* Dec 2015–Sep 2017

- Generated a 50% increase in branch cross-sales by developing an incentive program that better targeted our strategic-objectives
- Improved member loyalty and branch culture by making the commitment to learn every member's name

**97th Floor (Digital Marketing Agency)** Lehi, UT  
*Marketing Intern* May 2018–Jul 2018

- Created a 30% climb in Google's SERP for 7 clients' webpages through keyword research and SEO
- Increased workflow efficiency by developing a strategy for internal linking to authoritative pages
- Simplified the optimization process for writers by creating keyword and TF-IDF centric page outlines

## SERVICE

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**Symbii Home Health & Hospice** Orem, UT  
*Hospice Volunteer* Sep 2016–Jan 2017

- Visited and showed compassion to two clients on hospice on a weekly basis

**The Church of Jesus Christ of Latter-day Saints** Rancho Cucamonga, California  
*Full-time Representative* Dec 2013–Dec 2015

- Organized and led seminars focused on training 50+ representatives in effective volunteer practices
- Averaged 80+ hours a week teaching principles of hope, love, obedience, and self-reliance

**Youth Making a Difference** Salt Lake City, UT  
*Volunteer* Jan 2012–Jan 2013

- Personally raised \$2,000+ dollars over the course of a year through awareness events and projects
- Travelled to India and conducted English learning sessions for youth in poverty

## PERSONAL

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- Music Songwriter and Artist
  - Running, hiking, downhill skiing, and Ultimate Disc enthusiast