

Weston Judd

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EDUCATION

Brigham Young University – Marriott School of Business.

Bachelor of Science in Strategic Management, Emphasis in Product Management

- Overall GPA: 3.96/4.00 Major GPA: 3.91/4.00
- Marriott School Student Aid, Merit-based Scholarship; J. Winter & Florence E. Smith, Merit-based Scholarship
- BYUSA Student Advisory Council Representative, Member of Management Consulting Association
- Relevant Coursework: Strategic Thinking, Data Analytics (Excel, SQL, Python, Tableau), Product Management

*Apr 2026
Provo, UT*

EXPERIENCE

InvestorGen

Founder

- Developed and launched an AI-driven lead generation firm, enabling \$500K+ in capital raises for client funds.
- Built outreach systems integrating AI, CRM workflows, and multichannel campaigns across email, SMS, and voice.
- Designed data dashboards and pipeline tracking, increasing lead-to-meeting conversion rates by over 35%.

Provo, UT

Mar 2025 - Present

Clear Coast Cleaning

Founder

- Grew business to nearly \$50K monthly revenue through pricing strategy, digital marketing, and contract growth.
- Secured high-ticket commercial contracts with multi-property owners, expanding into long-term service agreements.
- Scaled operations to multi-state coverage within 12 months, serving new Utah Valley and Denver markets.

Orange County, CA

Jun 2024 - Present

BYU CE Media Production

Media Production Specialist

- Captured, edited, and delivered 10,000+ photo assets for BYU CE events, campaigns, and professional headshots.
- Produced digital collateral boosting event visibility and marketing engagement across web, print, and social media.
- Trained in Adobe Photoshop and Lightroom CC, ensuring consistent, high-quality visual standards for all content.

Provo, UT

May 2025 - Present

EnviroGuard Pest Control

Sales Representative

- Closed 120+ accounts in 6 months by delivering consultative sales pitches tailored to customer needs and budgets.
- Completed 150+ hours of intensive sales training, developing expertise in negotiation and customer acquisition.
- Led weekly training and team-building initiatives, fostering collaboration and boosting new-rep closing rates.

Huntsville, AL

Jan 2024 - Jun 2024

LEADERSHIP & SERVICE

BYUSA

Student Advisory Council Representative

- Partner with college VPs to design integrated events calendar, improving cross-campus engagement and scheduling.
- Conduct student surveys and analyze results, generating policy recommendations across university organizations.

Brigham Young University

Sep 2024 - Present

The Church of Jesus Christ of Latter-day Saints

Volunteer Representative

- Directed training and leadership for 80+ volunteers, coordinating regional goals and service project initiatives.
- Managed \$100K+ in transportation and living budgets, ensuring financial efficiency and accurate expense tracking.

Baltic States

Sep 2021 - Sep 2023

AWARDS, SKILLS & INTERESTS

- Languages:** C1 fluency in Estonian and Russian
- Technical Skills:** Excel Automation, Python, SQL, VBA, HTML, Tableau, Adobe Photoshop, Lightroom, Illustrator.
- Humanitarian Work:** Raised \$60KR+ for Ukraine aid; Mirador Basin Project documentary work (Guatemala).
- Interests:** Film photography (westonjudd.com), skiing, freediving, travel.