

Alexander Nelson

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EDUCATION

Brigham Young University, Provo, Utah — August 2022 – Present

- BYU marketing team
- Novice-Intermediate in
 - ERP's; Data Security Privacy; Database modeling; SQL; IT/IS Project Management; Flowcharting; Excel automation VBA; Tableau (data analytics and visualization); Website development

Brighton High School, Cottonwood Heights, Utah — August 2018 – May 2022

- Scholastic Excellence Award from the U.S. Marine Corps
- Academic All-American athlete
- Swim team captain
- Seminary Council member
- Student Advisory Council member for Canyons School District and Peer mentor team

EXPERIENCE

Swig, Orem — *Full time General Manager*

August 2025 – Jan 2026

- Oversaw end-to-end business operations for a high-volume retail unit with full P&L accountability, driving sustainable growth and operational excellence.
- Scaled workforce by 25–30%, transforming the location into the region's best-staffed and most leadership-stable operation.
- Enhanced service efficiency by streamlining workflows and reducing average line times by 10–15 seconds, improving throughput and customer satisfaction.
- Optimized labor deployment, scheduling, and payroll management to maintain ideal labor-to-revenue ratios and strengthen profitability.
- Directed comprehensive talent acquisition efforts—screening 300+ resumes, leading interviews, and executing strategic onboarding and development programs.
- Conducted performance evaluations, goal-alignment sessions, and KPI reviews to drive accountability, productivity, and professional growth across all levels.
- Chaired weekly leadership meetings with Assistant General Managers and Certified Trainers to review business metrics, forecast performance, and implement strategic initiatives.
- Partnered with regional leadership on marketing, financial planning, and organizational strategy to deliver measurable gains in efficiency, staffing, and revenue performance.
- Recognized for transforming underperforming teams into top-ranked units through strategic leadership and operational discipline.
- Leader and team member for Guinness world record breaking event for most drinks ever given out in a single hour.

For the Strength of Youth, Utah, Virginia, California – *Youth Counselor*

May 2025 – August 2025

- Used Spanish and English for weeks at a time, directed and coached teams of 40+ youth through intensive leadership, teamwork, and personal growth programs in a fast-paced, high-impact environment.
- Delivered daily workshops, team-building activities, and motivational sessions to strengthen communication, confidence, and group cohesion.
- Oversaw program logistics, safety operations, and event coordination with strong attention to efficiency and risk management.
- Extensively trained and certified in youth protection, professional conduct, and leadership ethics, ensuring a secure and positive environment for all participants.
- Partnered with 60+ staff members and directors to execute complex programming, align on organizational goals, and maintain operational excellence.

Swig, Cottonwood Heights and Provo locations — *Shift Lead*

January 2022 – January 2023. Resumed as a shift lead March 2025 – July 2025

- Served over 200 customers on average every shift.
- Memorized over 50 unique drink orders and prepared them with consistent accuracy.
- Handled money and delicate situations with frustrated customers.

Nelson Estate Maintenance, Midway, UT — *Lawn care, remodeling team, maintenance crew* March 2016 – December 2022

- Performed weekly yard work and maintenance on 4.5-acre estate.
- Repaired and maintained several commercial lawn mowers and other equipment.

Christmas in Color, Draper, UT — *Team Member*

August 2021 – September 2021

- Hand strung several thousand lights in 6-hour shifts.

SERVICE/LEADERSHIP

Missionary, Church of Jesus Christ of Latter-day Saints — *Trainer, District Leader, Zone Leader* January 2023 – January 2025

- Served in the Newport Beach California Mission.
- Participated in mission leadership councils, trained large groups of missionaries, and mentored missionaries one-on-one.
- Studied Spanish language for one hour every day for two years.
- Conversated with native Spanish speakers in multiple worldwide dialects.

BYU Marketing Team, Provo Utah – *Team Member* August 2022 – Dec 2022

ACHIEVEMENTS/INTERESTS

- Brighton High School record holder for the men's 4x100 freestyle relay
- Scholastic, community, and leadership excellence award presented by the United States Marines
- Certificate of excellency in Spanish translation and communication
- Team Leader of world record holders
- Eagle Scout
- Woodworking, making music, blacksmithing, ballroom dance, and weightlifting