

ETHAN PETERSON

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EXPERIENCE

Leadgenix - Big Leap ... Lehi, UT

UX/UI Designer- Website Development ... April 2024 - Present

- Designed and oversaw development of over 25 user-friendly websites, aligning with clients' brand identity and business goals using low code CMS builders.
- Developed secure websites optimized for site speed performance and high conversion rates leading to increases of over 50% online engagement.

SEO and Digital Marketing Account Manager ... Sept 2023 - April 2024

- Managed B2B client relationships through effective communication, serving as the primary contact for digital marketing campaigns, managing \$80,000+ monthly revenue.
- Executed in-depth local SEO strategies to improve website rankings, organic traffic, and lead generation by over 20% for over 50 clients.

LymeDisease.org ... California (Remote)

Event Planner and Graphic Designer ... Jan 2022 - Apr 2023

- Organized and executed a fundraiser event, raising over \$15,000
- Designed promotional materials for the event, including print, digital, and billboard advertisements featured on I-15 in Utah
- Patient advocate (helping patients find reliable doctors and testing in Utah)

AdLab ... Provo, UT

Account Manager and Strategist ... Feb 2021 - May 2023

- Led the creation and execution of advertising strategies for various campaigns, incorporating data analytics, brand management, and graphic design
- Mentored and managed 80 students to create campaigns for brands across the US
- Utilized Artificial Intelligence and implemented AI into campaigns in copywriting, design, research analysis, and strategy

BYUtv Broadcasting ... Provo, UT

Sports Marketing Manager ... May 2022 - Aug 2023

- Sports Marketing Social Content Creator ... Nov 2020 - April 2022

- Managed digital marketing strategy for @BYUSportsNation accounts (Twitter, Instagram, Facebook, YouTube, and TikTok) to increase engagement by over 300% and over 15k followers across all social media platforms
- Managed a team of 15 students to cover sporting events and create engaging content
- Oversaw digital advertising campaigns across platforms like Google display, Meta, and Spotify, handling budgets exceeding \$150,000

EBP Designs (Freelance)

Graphic and UX/UI Designer, Digital Marketer ... Oct 2021 - Present

- Developed websites for clients to increase conversion and establish a strong digital presence using low code CMS builders
- Designed and managed branding and advertising campaigns across platforms such as Google, Meta, Spotify, and LinkedIn along with billboard and print campaigns
- Sold average of \$750/month of graphic t-shirts through Amazon at 15 years old

EDUCATION

Brigham Young University

Bachelor of Arts in Advertising

- Emphasis in Account Management and Strategy in Top 5 Ad Program in the Nation
- AAF (American Advertising Federation) Member
- Washington Media Scholars Foundation Case Competition Semi-Finalist

SKILLS

Digital Marketing:

- Strategy Development
- Social Media Marketing
- Online Advertising (Google, Meta, LinkedIn and Spotify Ads)
- Marketing Automation (Make.com, Zapier, ChatGPT, Asana, ClickUp)
- SEO (Brightlocal, MOZ, SEMrush, Google Tools)
- Fundamental Coding (html, css, java)
- Podcast

Design & Creativity:

- Graphic Design (Adobe Creative Suite, Canva)
- Video Production and Editing (Adobe Premiere)
- UX/UI Design (Duda, Wix, Wordpress, Shopify, Figma, Adobe XD)

Management & Communication:

- Team Leadership
- Event Management
- Public Speaking
- Written Communication
- Podcasting ([Analyzing the Algorithm: AI in Digital Marketing](#))

Data & Tech:

- Data Analysis (Google Analytics, Google Data Studio, Microsoft Clarity)
- AI Applications
- Microsoft Office Suite
- Email Marketing (MailChimp, Outlook, Hubspot)

INTERESTS

- River rafting
- Snowboarding
- Skiing
- Mountain biking
- Sneakerhead
- Marvel Fan