

JAXON NILSSON

Marketing and Advertising Specialist

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South Jordan, UT



MY PROFILE

Strategic and creative Marketing and Advertising Specialist with a comprehensive background in social media marketing and a strong proficiency in Adobe Creative Cloud.

SKILLS

Adobe Creative Cloud
SEO
Photography/Video Production
Social Media Campaign Execution
Problem-Solving
Strategic Communication
Portuguese (Fluent)

AWARDS

Host of 'Analyzing the Algorithm' (Podcast)
WMSF – Semi-Finalist.
Utah DECA State - 3rd Place Winner.
Eagle Scout Award, 2018.

INTEREST

Photography
Sport Climbing
Podcasting

EDUCATION

2020-2024

ADVERTISING

Brigham Young University

WORK EXPERIENCE

Marketing Coordinator

BYU Broadcasting, Provo, UT

2020 - Present

- Conducted in-depth market research to establish a strong digital audience base.
- Designed and executed marketing materials and advertisements, enhancing social media presence.
- Spearheaded editorial content creation, significantly boosting engagement by over 300%.
- Led a team of 12 social media producers, fostering a creative environment for content development.

Athlete Marketing Manager

BYU Basketball, Provo, UT

2022 - 2023

- Executed market analysis to identify target segments, informing strategic marketing initiatives.
- Created a monthly newsletter that was delivered to over 400 alumni generating a 10% increase in ticket sales among alumni.
- Delivered photography and video services, producing high-quality content for athlete social media platforms.

Humanitarian Work

The Church of Latter-Day Saints, Mozambique

2018 - 2020

- Engaged in diverse activities including teaching, medical care, and property repair.
- Conducted weekly training sessions, honing leadership and communication skills.
- Collaborated with board directors for strategic guidance and project oversight.

For further information or to discuss potential opportunities, please contact me at [385 239 5791](tel:3852395791) or via email at jaxon.nilsson@gmail.com. Visit my online portfolio at jaxonnilsson.com for an in-depth view of my work and projects.

