

Michael Tibblesen

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EDUCATION

Bachelor of Science in Marketing, Minors in Entrepreneurship & Finance **May 2022**
Jon M. Huntsman School of Business, Utah State University (USU) Logan, UT

- **3.58 GPA** while working 20+ hours weekly
- Member, Huntsman Scholar Program (Business Honors) & University Honors Program
- Relevant Courses: Promotional Strategy, Consumer Behavior, Digital Marketing, & Data-Driven Decision Making

PROJECTS

- Developed marketing campaign for Utah State Safe App, attaining 8,000+ impressions on Canvas Banners and increasing app downloads by 800%

WORK EXPERIENCE

Account Marketing Strategist Aug 2020 – Present
Gattaca Media Logan, UT

- Create digital marketing strategies for 20+ clients included social media, SEO, and email marketing campaigns to optimize client marketing budgets (\$1,000,000 monthly) and increase brand visibility
- Lead a team of 3 interns by delegating specific tasks and projects based on employee skills and desired areas of growth, leading to increased team output and continual development
- Analyze and present key insights and observations to COO to improve account management practices across company

Marketing and Website Intern May 2020 – Aug 2020
Utah Motorsports Campus Ogden, UT

- Re-designed and launched company website, updating landing pages, banners, and scheduling page; decreasing bounce rate from 60% to 47% average in 3 months
- Assisted in the management of social media pages (Instagram, YouTube, & LinkedIn) including content creation, posting an average of 8 posts per client each month with up to 4,500 engagements per post
- Supported the promotional team by contributing ideas for advertising development to create quality and effective marketing campaigns

Search Engine Optimization & Social Media Marketing Specialist Jan 2019 – May 2020
Harris Research Inc. Logan, UT

- Managed client digital and social media platforms (GMB, Yext, Facebook, & Instagram), posting to appropriate platforms 3 times a week, increasing client oval traffic by 100% and social media traffic by 75%
- Monitored and optimized Google rankings for 20+ clients at a monthly and quarterly rate, identifying areas of improvement for organic searches
- Researched search term trends related to client brand and local non-brand terms on Google Analytics
- Assisted in creating a key word map to present to enhance targeted brand management campaigns

LEADERSHIP & SERVICE

Vice President Aug 2021 – Present
Huntsman Marketing Association, Huntsman School of Business USU Logan, UT

- Manage membership recruitment initiatives including application processing, growing membership by 25%
- Compete in 6+ local and national case competitions; placing 1st in 3-minute marketing pitch competition and 2nd in 10-day ad campaign case competition on a team of 4

Vice President of Social Media & Marketing Aug 2020 – Aug 2021
Finance & Economics Club, Huntsman School of Business USU Logan, UT

- Coordinated advertisements across social media outlets (LinkedIn, Instagram, Facebook), averaging 3 posts a week, informing students of upcoming events, career opportunities, & professional workshops
- Planned and executed marketing schemes to recruit new club members and current member engagement, increasing Instagram views by 28% in 6 months

SKILLS & CERTIFICATIONS

- **Software Skills:** Tableau, SQL, Python, Adobe InDesign, Canva, HubSpot, & Qualtrics
- **Marketing Skills:** A/B Testing, Account Management, Search Engine Optimization, Social Media Management, Web Design, & Market Research
- MS Excel Expert Certification, 2020
- HubSpot Email Marketing Certification, 2020
- Google AdWords Certification, 2021
- Google Analytics Certification, 2022
- Adobe Certified Associate in Graphic Design and Illustration, In Progress