

Trent Whiting

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Digital Marketing Coordinator

Motivated young marketing professional with education and related experience in digital marketing and data analytics. Creative thinker with a strong aptitude for leadership and problem solving; excels at accomplishing quantified results with higher user engagement while managing numerous projects concurrently. Communicative and personable quick study, learns and adapts quickly, follows directions, and serves customers with poise and professionalism.

- Marketing Events
- Brand Management
- Competitive Analysis
- Visual Merchandising
- Mentoring & Coaching
- Project Management
- Vendor Relationships
- Digital & Social Media Campaigns
- Fiscal Accountability

Education

Bachelor of Science, Digital Marketing & Applied Data Analytics (*May 2020 Anticipated*)

Utah Valley University – Orem, UT

Marketing Internship (2016) • Mark Miller Subaru – Salt Lake City, UT

Organized and launched marketing programs and events that drove brand cadence, displayed company brand via visual merchandising, and generated leads via personal contact or direct mail. Gained valuable experience adapting to changing priorities and overcoming obstacles while coordinating events.

- Technical Proficiencies -

Adobe: Photoshop, Illustrator, Lightroom, Premiere, Audition • MSOffice Suite: Excel, Word, PowerPoint • SQL queries

Career Experience

Utah Community Credit Union – Provo, UT

2017 to 2019

Marketing Automation Coordinator (2019)

Allied with marketing team to design and launch effectual strategies across multiple digital media advertising venues; developed and promoted home buying seminars, designed engaging advertising scripts, and served in leadership role as project manager for numerous email campaigns.

Selected Contributions:

- Earned reputation as approachable and emotionally mature; cultivated an atmosphere of teamwork and comradery.
- Created and initiated social media and blog marketing strategy that generated 100% increase in loan applications from Instagram.

Business Intelligence Analyst (2017-2019)

Analyzed outcomes of marketing campaigns, assisted in the development of new products, and conducted experiments to predict ROI of new product lines. Coordinated with software vendors to install and maintain analytical tools that ensure data integrity.

Selected Contributions:

- Detected critical marketing trends; generated dozens of data-driven market segments to target.
- Recognized for utilizing meticulous attention to detail and consummate problem solving skills to achieve goals in a deadline driven environment.