

Tanner Holt

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Professional Experience

User Experience Research Intern, *Disruptive Advertising* October 2017– December 2017

- Designed and implemented A/B experiments
- Sent weekly reports and project updates to clients
- Increased a client's monthly revenue by \$2000, through site testing

Lab Assistant, *UVU Vivint SMARTLab* November 2016 -October 2017

- Managed several neuromarketing projects in Trello
- Conducted user experience testing on several websites
- Conducted various sales and informational tours to potential clients
- Built a new website and integrated it with a new social selling process

Sales Representative, *Mantis Pest Solutions* May 2017 – August 2017

- Sold several pest control accounts door to door
- Helped monitor, design and evaluate sales territories
- Sold the highest average contract value of all sales reps for the summer

Marketing Specialist, *Preceptor Marketing* August 2015 – November 2016

- Optimized landing pages through A/B Tests
- Obtained 1 million views on a video for Simon and Shuster
- Implemented and managed the sales CRM for 3 luxury resorts
- Managed the brand & social media accounts for Fortune 500 CEOs

Certifications and Awards

- UVU: Salesman of the Semester
- Hubspot: Sales Software Certificate
- Google Analytics Certificate
- Hootsuite: Social Media
- DECA: Sports and Entertainment Marketing (1st Internationally)

Education

Bachelor of Science, *Utah Valley University* May 2018
Major: Business Management
Certificate: Sales

Associates of Science, *Dixie State University* 2013
Certificate: Marketing

Language: Fluent in Spanish

Volunteer Work

- Set up new library at East Meadows Elementary for Eagle Project
- Performed service in the Spanish language in Uruguay for 2 years
- Started the now traditional Homeless for a Night event at Spanish Fork High School