

Tanner Holt

Phone: 801-921-9052 E-mail: tannerholt92@gmail.com
LinkedIn: <https://www.linkedin.com/in/tannerholt>

Professional Experience

Sales Representative and Analytics Intern, Vivint January 2018– Present

- Analyzed and redesigned sales cadence
- Pulled various reports using SQL and tableau
- Sold SmartHome packages as an Inside Sales Rep

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

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