

Alli Trendler

Experience

BYU AdLab | Aug 2022 - Present

Senior Account Manager/Strategist

- Schedule meetings with clients to provide updates, present findings, and advise strategy to achieve marketing goals
- Organize and manage a team of 9 students to ensure client needs are being met
- Utilize primary and secondary research methods to generate consumer insights and competitor research that inform strategy decisions
- Leverage strong verbal and written communication skills in meetings to convey outcomes and expectations to 3 clients and internal student teams

Harmon Brothers | Aug 2023 - Present

Intern

- Engage with multiple teams and projects within the agency, showcasing adept multitasking capabilities
- Demonstrate exceptional accuracy and attention to detail by reviewing video exports to identify and report errors ensuring high-quality client deliverables
- Spearheaded company retreat planning efforts for 15+ employees by managing location selection, budget, catering, event setup, and cleanup
- Perform audits, create spreadsheets, and organize the office to ensure a productive workspace

Red Mountain Motors | May 2023 - Aug 2023

Management Assistant

- Developed processes and organization systems to boost employee productivity and optimize dealership operations
- Refined and maintained an efficient paperwork management process ensuring timely and accurate documentation for cars sold and purchased

Missionary Training Center | May 2021 - Apr 2023

Online Teaching Center Supervisor/Trainer

- Fostered relationships with executive leaders to grow organization's social media initiative and provide feedback on progress
- Coached 10-15 full-time volunteers weekly on social media best practices to generate leads and downstream conversion
- Analyzed social media interaction data from 50+ regions to improve conversion rate and organization growth
- Mentored and instructed a team of 5 employees to coach volunteers across the Western US and Canada in social media and referral skills

Michelle Gifford Creative | May 2022 - Aug 2022

Social Media Manager

- Planned and created social media content for 2 accounts to expand consumer awareness and business growth
- Interacted with users in comments on client accounts to boost engagement and reach
- Collaborated weekly with a team of 5 to improve client content and agency growth

The Church of Jesus Christ of Latter-Day Saints | Aug 2019 - Mar 2021

Full-time Representative/Social Media Specialist (Volunteer)

- Organized Facebook advertising for Northern California region to create leads
- Led and directed groups of 10+ full-time volunteers on goal setting, teaching, lead response, Facebook ad creation, and communication best practices
- Developed interpersonal communication by training volunteers and teaching 15+ lessons a week to contacts/leads

Education

Brigham Young University

Aug 2018 - Apr 2024

BA Communications: Advertising
Minor: Global Women's Studies
GPA: 3.74

Contact

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Awards

- AAF National Student Advertising Competition, finalist
- Two-time faculty awarded scholarship for outstanding students in advertising and account management

Certifications

- Meta Digital Marketing Associate
- The Trade Desk: Edge Academy Data Driven Planning

Skills

- Google Suite
- Zoom tools
- Qualtrics
- Mintel
- PowerPoint/Canva Presentations