

Caleb Young

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Education

BA in Business Management – Marketing | *BYU-Idaho* | Rexburg, ID

Expected April 2024

- Minor in Communications
- GPA 4.0

Relevant Experience

Freelance Digital Marketer | *CY Graphic Productions LLC* | Blackfoot, ID

January 2017 - Present

Self-employed entrepreneur

- Build and maintain websites through various platforms; utilize custom CSS/HTML to achieve client vision
- Design hundreds of social media posts, flyers, signs, cards, posters, billboards, and handouts
- Write copy for business, email, social media, and advertising
- Edit and film videos for YouTube, Facebook, and e-commerce channels

Company Founder and Leader | *Cheese Louise, IBC* | Rexburg, ID

January 2022 - April 2022

A semester-long business immersion experience in teamwork, marketing, operations and finance

- Co-founded a student-led food business offering gourmet mac'n'cheese to 25,000+ students and faculty
- Rotated through Operations, Marketing and Finance teams and select leadership assignments in a diverse team of 15 students
- Elected as CEO for first four weeks and led creation of initial product, branding, proformas, operation process, and organization
- Generated highest revenue week as Technology Officer with raffle giveaway campaign (ROI 1700%) collecting 200 emails and boosting daily revenue by 15%

E-Commerce Marketing Intern | *Kaiback Outfitters* | Sugar City, ID

August 2021 - December 2021

Footwear & Lifestyle Brand

- Controlled 80+ products across Amazon, eBay, and BigCommerce e-commerce shops
- Generated 11% increase in sales on select Amazon products through rewriting sales copy, adjusting search keywords, redoing product pictures, filming product videos, and implementing competitor research strategies
- Executed redesign of previously underperforming product resulting in 260% sales growth and 500% online clicks increase

Technology Specialist | *Florida Jacksonville Mission* | Jacksonville, Florida

February 2020 - September 2020

The Church of Jesus Christ of Latter-day Saints

- Led research, training, and implementation of digital technology strategies to adjust for COVID-19 shutdown
- Set up and managed content for 10 Facebook pages representing six major cities across Florida and Georgia
- Co-led a team of 6 technology specialists to create 40+ Facebook video and picture advertisements, a social media initiative grossing 80K views and 600+ shares, and 4 live events and 5 music videos grossing 25K views
- Trained 36 page managers and 200+ content creators in formal presentations and Q&A sessions
- Reported weekly digital advertising statistics and outcomes

Digital Marketing Manager | *Young For Idaho House* | Blackfoot, ID

January 2018 - September 2018

Political campaign for state office

- Designed 50+ signs, ads, and fliers for internet, yard signs, billboards, mail, and newspapers
- Set up and managed a campaign website through Wordpress platform; over 10K visitors
- Filmed and edited 30+ informational/motivational videos for Youtube and Facebook
- Photographed or filmed 20+ debates, events, and meetings for publicity and news
- Directed and created media leading to two primary and general election victories

Skills

- Wordpress, Wix, Squarespace, GoDaddy, Bluehost, and other website solutions
- Graphic design, photoshop, filming, photography, and video editing
- Google Ads Manager and Facebook Ads Manager
- Copywriting for business, email, social media, and advertising
- CSS & HTML style editing and customizing
- Proficient in Google, Adobe, and MS Suite
- By end of current semester: Google Ads Certified & HubSpot Digital Marketing Certificate