

Aaron Dallas Merrell

DIGITAL MARKETER

EXPERIENCE

ENTREPRENEUR | BACKYARD TRAIL CAMERA

Jan 2018 - Present

- Garnered 60 million views yearly by producing multimedia content including pictures, videos, ads, and website articles.
- Created a 12-month social media content plan to increase reach.
- Used SEO strategy, tracked Google Analytics, and researched trends to optimize marketing efforts for target audiences.
- Amassed 200,000 followers over a two-year period through organic and paid growth.
- Developed an income of \$35,000 a year through Google AdSense, Facebook Reels ads, TikTok's Creator Fund, and YouTube's Creator Fund.

MARKETING MANAGER | OREM UTAH TEXAS ROADHOUSE

Jan 2021 – Feb 2022

- Managed data-driven B2B marketing in Utah County focused on product marketing, customer acquisition, and customer marketing.
- Designed and executed an integrated marketing strategy with 50+ employees.
- Acquired on average \$40,000 ROI per quarter.
- Designed, planned and operated 15+ community outreach events.
- Drove growth of email and text databases 10% every month.
- Deployed in-store customer service programs to build credibility and legendary service by following up with new guests and building a script for 50+ employees to use when interacting with customers.

STORE MANAGER | QUICK QUACK CAR WASH

Jan 2016 – Dec 2018

- Constructed a team by interviewing, hiring, and training a staff of 10+ employees.
- Showed financial responsibility for a store earning over one million dollars a year by presenting and reporting all financial data to regional managers.
- Built weekly calendars that included employees' hours, cleaning schedules, vacations, and events.
- Resolved customer concerns by operating surveillance equipment, utilizing crisis management tactics, and negotiating for incidents daily.

CONTACT

385-221-6722
aarondmerrell@gmail.com

ABOUT ME

I want to help companies reach their full potential. It is exciting to me to use social media to enable businesses to successfully connect with their audiences. I love researching what people are interested in and finding out how to best promote content in order to reach the target consumer.

EDUCATION

Applied Business Management
Associates | BYU | 2021

Certified Business and Leadership
Skills Certificate | BYU | 2021

Certified Social Media Marketing
Certificate | BYU | 2021

Digital Marketing Bachelor's |
Ensign College | 2024

SKILLS

SEO and SEM
Digital Marketing
Content Writing
Data Analysis
Time Management
Leadership
Problem-solving
Google Analytics
WordPress
Microsoft Office 365 Suite