

Aaron Dallas Merrell

(385) 221-6722
Aarondmerrell@gmail.com
<https://www.linkedin.com/in/aaron-dallas-merrell/>

Relevant Experience

FamilySearch, Lehi, Utah— *Strategy and Marketing Operations Intern*

April 2024 - PRESENT

- Created and managed Google Ads campaigns, tracked metrics, and optimized these ads for better reach and engagement.
- Developed creative briefs for content production, ensuring materials were tailored and localized in five languages.
- Communicated with area managers across the globe to align marketing strategies and objectives across various international markets.
- Collaborated on setting and achieving marketing goals for different Asian countries, adjusting strategies based on local insights and feedback.
- Analyzed ad performance data to provide actionable insights and recommendations for future campaigns.
- Assisted in coordinating marketing operations, contributing to the overall efficiency and effectiveness of the team.
- Supported the execution of marketing plans, ensuring alignment with FamilySearch's mission and strategic goals.

Backyard Trail Camera, Utah— *Owner*

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.

Texas Roadhouse, Orem, Utah— *Marketing Manager*

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 by 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.

Skills

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

Education

Digital Marketing Bachelor's | Ensign College | 2024

Applied Business Management Associates | BYU | 2021

Certificates

Business and Leadership Skills Certificate | BYU | 2021

Social Media Marketing Certificate | BYU | 2021

Digital Marketing Certificate | Ensign College | 2024