

AARONWALD

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EDUCATION

University of Colorado at Boulder – Leeds School of Business

May 2019

Bachelor of Science in Business Administration with an Emphasis in Marketing

Certificate in Technology, Arts, and Media

Cumulative GPA: 3.36

- **President James H. Baker Scholarship Recipient**
- **Leeds Honors Program:** A rigorous academic experience for the top 10% of incoming Leeds students

PROFESSIONAL EXPERIENCE

Booyah Advertising

May 2019 – Present

Summer Associate Coordinator

- Monitor the performance of display and social campaigns for seven clients with over \$50,000 monthly spend
- Implement media plans, optimize bids, use media research tools to find trends in creative (Pathmatics, etc.)
- Create reports in Excel and Tableau, pulling from over 20 external files, monitored daily

Stashlogix, Boulder, CO

September 2018 – June 2019

Marketing and Visual Design

- Create all visual elements for website, wholesale displays, social media, brochures, etc.
- Plan photoshoots, take, edit, and organize photos based on their respective distribution channels
- Use analytics and CRM programs to track progress, gain insight, and create strategic plans to achieve goals
- Assist with copywriting, brand language and voice, and product/technology naming

Aaron Wald Photography, Boulder, CO

April 2013 – March 2019

Founder and Owner

- Provide photography services for weddings, senior photos, and misc. projects for over 30 clients
- Plan shoots, take, edit, and distribute photos average of 7 shoots per year, over 50 total shoots
- Create and manage a professional website, www.aaronwaldphoto.com

Evergreen Tap House, Evergreen, CO

June 2016 – August 2016

Server/Chef/Bartender

- Cultivate exceptional customer service skills while managing an average of 15 tables per 8-hour shift
- Prepare meals and beverages in an expedited manner, oversee quality and appearance of food before delivery to customers
- Monitor inventory with online inventory tracking system, checked shipments for errors upon arrival
- Compute sales prices on food and drink to determine profit margins and project revenue on certain menu items

Evergreen Parks and Recreation District, Evergreen, CO

August 2011 - May 2015

Ice Skating Guard/Boat Rental Employee

- Operated a point-of-sale system to expedite and track ticket sales, season passes, and equipment rentals
- Continuously monitored a lake with 300,000 annual visitors and communicated safety guidelines to patrons
- Responsible for the safety of swimmers and skaters, administered first aid and operated rescue boat when needed

LEADERSHIP AND VOLUNTEER EXPERIENCE

Delta Sigma Pi (Professional Business Fraternity), Boulder, CO

August 2016 – December 2018

Design Chair

- Manage a team of 14 people to create assets and digital graphics for a chapter of over 130 members
- Assist with the development and design of a new chapter website, www.deltasigmapiiboulder.com
- Designed and distributed promotional materials around campus during fall 2017 recruitment, attracting the largest recruitment class in the history of the chapter

Colorado Haiti Project, Boulder, CO

August 2017 - December 2017

Consultant

- Facilitated creation of all visual identity elements from logo to print materials
- Researched Haitian culture and lifestyle to create a 5-year strategy for the company moving forward
- Contacted and met with over 50 local investors
- Managed a team of five to host a winter event to showcase local art and music with over 200 in attendance

SKILLS

- Google Ads Certified/Amazon Programmatic Accredited
- Advanced Adobe CC Suite (Lightroom, Photoshop, Illustrator, etc.)
- Microsoft Office (all programs)
- Campaign Manager/DV360/Facebook Ads Manager
- Intermediate in Tableau
- Conversational Spanish