

# David Ellis

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## Education

### Master of Business | Digital Marketing

Western Governors University

Graduating April 2026

Salt Lake City, UT

- 4.0 GPA
- Successfully developed advertising strategies that cater to various buyer profiles, leading to an increase in the number of prospective clients who convert to loyal customers
- Demonstrated adaptability and agility by updating marketing strategies in response to competition, acquisitions, price changes, new products, and features
- Delivered compelling messages in an engaging and reliable manner

### Bachelor of Science | Communications – Video Production

Brigham Young University-Idaho

Graduated: April 2024

Rexburg, ID

- 3.87 GPA
- Related Courses: Advanced Moving Image, Media Business Ownership, Social Media Marketing
- Produced, directed, filmed, and edited a full feature film – Senior Project: “Wanderer”

## Experience

### Social Media Content Creator

Trove Brands

June 2024 – Present

Lehi, UT

- Actively manage 8-10 projects per week across 4 different brands with timely, high-quality execution
- Draw on trends and inspiration to concept 15-20 unique, creative asset ideas for 4 brands
- Collaborate with team members to produce, film, and edit social media content deliverables efficiently
- Seek and implement feedback through daily approval processes with management
- Source talent, props, locations, camera equipment, and logistics for each social media video

### Social Media Manager / Content Creator / Business Owner

DKE Productions LLC

April 2023 – May 2024

Rexburg, ID

- Organize and propose marketing strategies to restaurant owners
- Filmed various short-form social media content for Facebook and Instagram
- Analyzed marketing strategy effectiveness and implemented plans for improvement

### Director / Content Creator

Brigham Young University-Idaho – Soapbox Film Agency

April 2023 – July 2023

Rexburg, ID

- Coordinated regularly with project managers and clients on projects to ensure client satisfaction
- Developed style guides for specific project lighting, color, music, talent, etc.
- Supervised and coached acting talent
- Recorded video projects for client work

## Volunteer Experience

### Full-time Volunteer Representative

The Church of Jesus Christ of Latter-day Saints

February 2020 – February 2022

Winnipeg, Canada

- Trained missionaries on key information, mission guidelines, and policies
- Conducted frequent leadership trainings
- Drafted and presented instructional documents for 112 fellow representatives
- Maintained licensing and registration, ensured completion of preventive maintenance and necessary repairs for 63 fleet vehicles

## Skills & Technical Competencies

Adobe Premiere Pro, Photoshop

Canon/Sony DSLR Camera Operation

Visual Storytelling

Studio Equipment Management

Competent in shot compositions and lighting setup