

AUBREY TANNER

CONTACT

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SKILLS

- Adobe Photoshop, Adobe Premiere, Adobe Lightroom
- Copywriting for social
- Video content creation for TikTok/Instagram Reels
- Trend activation
- Social strategy
- Digital photography

ADDITIONAL INFORMATION

- Personal TikTok account (@aubreytanner) with millions of views and over 21,000 followers
- Photography business specializing in portraits and wedding videography
- UGC Creator
- Home baker

WORK HISTORY

Social Media Specialist, 05/2022 to 03/2023

Lumio HX - Lehi, UT

- Conceptualized a new brand activation strategy to elevate post quality and quantity
- Increased Twitter impressions by 74% by activating on trends in real time and finding a brand voice
- Managed the content calendar for six different accounts, ensuring all assets and copy were coordinated

Marketing Consultant, 08/2021 to 05/2022

BYU Marriott Marketing Lab - Provo, UT

- Conducted market scanning and feasibility research project for a BYU Alumni app
- Researched consumer behaviors and attitudes on packaging recyclability for Dow Chemical
- Wrote and analyzed a product exploration survey for Boley toys to gain insights and improve positioning with retailers

Social Media Marketing Intern, 05/2021 to 08/2021

BambooHR - Lindon, UT

- Filmed and posted at least one video a day on TikTok to reach over 70,000 users
- Repurposed existing content into native social assets for Instagram Stories, Instagram Reels, and LinkedIn carousel ads
- Organized recruiting campaigns posted on Instagram Stories which earned over 600 views

Marketing and Events Specialist, 12/2019 to 05/2021

The Daily Universe - Provo, UT

- Created video, photo, and written content for three sections in the weekly newspaper—increasing viewership by 600%
- Wrote, directed, and filmed conversational videos assisting new students in acclimating to BYU campus
- Hosted a 2-week long, virtual event partnered with Crumbl Cookies with more than 1,400 participants

EDUCATION

Bachelor of Science : Marketing, 04/2022

Brigham Young University – Marriott School of Business - Provo, UT

- GPA: 3.7
- Half-Tuition Academic Scholarship, 5 Semesters
- BYU Marketing Association