

David Bodine

davidhbodine@gmail.com

<http://linkedin.com/in/david-bodine-108993180>

1-650-888-2734 | Provo, UT 84604

Experience:

Blue Raven Solar - *Digital Marketing Manager*

Orem, UT | Mar 2021 - Jul 2021

- Oversaw \$1,000,000 in paid social spend across Facebook, Google, & Nextdoor
- Generated over \$5,000,000 in total revenue growing channel output from 1.35% (2020) to 8.3% (2021)
- Managed 3 person in-house digital advertising team

Blue Raven Solar - *Digital Marketing Specialist*

Orem, UT | Mar 2020 - Mar 2021

- Created \$1,000,000 in revenue through managing first lead generation campaign with 500% ROI
- Developed, tracked, & edited fall 2020 email marketing campaign generating \$150,000 revenue
- Researched, bought ad space, & maintained relationships with 5 broadcast agencies and influencers

Blue Raven Solar - *Marketing Strategy Intern*

Orem, UT | Jan 2020 - Mar 2020

- Devised & implemented viable paid lead strategies across 3 channels (Facebook, Google, Nextdoor)
- Built a new brand (Shop Renewable Energy) to generate first in-house paid leads at \$30 per lead
- Wrote 40 blog posts lifting SEO ranking from 4th page to 1st/2nd page

Google via Adecco - *Product Marketing Intern*

Redwood City, CA | Jun 2019 - Aug 2019

- Designed pitch deck highlighting new revenue opportunities for Google Partners (Used with over 10,000 online advertisers)
- Implemented with over 500 Google Partners as a tool to sell Google Ads & increase profitability & retention

Google - *AdWords Consultant*

Provo, UT | Feb 2019 - May 2019

- Provided 250 hours of internet marketing consulting via Google Ads to non-profit organizations
- Helped NPO's launch Google Ad Campaigns and unlock \$1,000 worth of free ad spend a month

Education:

Brigham Young University, Provo, Utah

2015-2016, 2018-present

Advertising Major, Portuguese Minor, 3.95 GPA

BYU National Honors Society, Phi Eta Sigma

Member of Dean's List (Top 5% of Class in School of Communications)

Skills:

Account Management

Product & Strategy Presentations
Advertising Research & Analysis
Client Relationship Management

Marketing

Google Ads Marketing Expert
Facebook Ads Consultant
Google Analytics
Excel Spreadsheet Specialist

Design

Illustrator
Photo shop
Indesign
Premeire

Multi-Media

Photography
Cinematagraphy
Photo/Video Editing
Aerial Photography