

BRYCE BERTOLA

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EXECUTIVE SUMMARY

- University of Utah Double Major in Operations Management and Information Systems
- 5 years' experience managing distribution, development, and marketing projects for web-based consumer retail stores
- Selected for a \$15,000 annual scholarship to a fine arts institution based on photography portfolio

EDUCATION

University of Utah

Salt Lake City, UT, May 2013

Bachelor of Science, David Eccles School of Business

- Operations Management and Information Systems majors – Emphasis on process management and web applications
- 3.7 Major GPA with consistent appearances on the University Dean's List
- Undergraduate Operations Management Club, Membership committee and founding member
- Completed education requirements for Six Sigma Green Belt Certification and PMI - Certified Associate of Project Management

WORK EXPERIENCE

Education 2020, Inc.

Orem, UT

Web Developer

July 2011 - Current

- Responsible for launch and administration of consumer information websites, management of paid search campaigns with a \$7,000 monthly budget
- Developed a standardized design process, eliminating non-value added steps and standardizing inputs to reduce site production time, resulting in \$1,200 savings in development costs per site

Marketing Specialist – Virtual School Services

July 2011 - Feb 2012

- Led website design, search engine optimization, and administration of paid search campaign with a \$3,000 monthly budget
- Revamped site content focusing on highest value customers by tailoring messaging to specific segment needs and reducing the number of steps needed to purchase, leading to a 130% increase in traffic and 70% more conversions
- Improved lead reporting accuracy to allow for better decisions regarding marketing budget and resource allocation

EZWatch Pro

Salt Lake City, UT

Project Manager – Marketing Department

Aug 2010 - July 2011

- Led marketing team responsible for online promotions, Created content for new product categories and websites, management of paid search marketing campaigns with a \$100,000 monthly budget
- Defined processes and trained a product management team in assembling product bundles through company retail websites
- Managed email migration project by documenting requirements, selecting service providers, implementing new accounts, and preserving over 140,000 historic messages
- Implemented conversion tracking on multiple company stores allowing company to track ROI by source of advertising and eliminate underperforming advertising channels

Fusion Holdings, LLC

Bountiful, UT

Process Improvement Analyst

Aug 2008 – March 2009

- Distributed periodic data feeds to third-party service providers, formatted product data to match external requirements, and populated consumer retail website database
- Consolidated conversion activities using specialized spreadsheets and automated output processing leading to a 75% reduction in processing time, allowing the team to focus on high-value activities
- Defined and documented data conversion steps as part of a failure mode and effects analysis, reducing potential errors and new employee training requirements

Operations Manager – Outdoor Toys Division

Sep 2006 – Aug 2008

- Oversaw distribution, sourcing, and customer service for entire business unit representing \$7M in annual sales
- Led sourcing strategy by identifying potential suppliers, negotiating pricing and terms, and overseeing ongoing relationships
- Provided make-or-buy decisions involving multiple international suppliers to improve product quality and availability