

Whitney Walker

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EDUCATION

Brigham Young University– Marriott School of Business

Bachelor of Science in Marketing, Global Business Certificate

Provo, UT

Apr 2022 - Apr 2027

- 3.50 GPA, 35 ACT
- Member of Marketing Association, Creators, Women in Entrepreneurship, Sales Society, and ASL Associations

EXPERIENCE

Maps Machine

Director of Operations

Orem, UT

Feb 2026 - Sep 2026

- Directed operations for ~40 active local-service clients across SEO, web development, and Google Business Profile services, producing \$2M+ in inbound lead value while the agency grew from ~\$20K to \$80K in monthly revenue over 8 months
- Oversaw fulfillment for 10–25 client projects per month and hired, trained, and supervised 2 employees, developing SOPs and quality-control systems to ensure consistent delivery
- Strengthened client relationships by onboarding and overseeing fulfillment for 50+ clients and generating referrals contributing approximately \$15K in additional revenue
- Engineered AI-powered automations and internal workflows saving approximately 10 hours of fulfillment work per client and doubled the agency's client capacity

House of Foils

Business Operations Specialist

Salt Lake City, UT

Feb 2025 - Mar 2026

- Led visual branding and marketing asset creation for all product launches and ongoing social media, producing 50+ original graphic designs contributing to a 20% increase (20,000+) in followers over 6 months
- Planned and executed large-scale brand events for partnerships with influencers of over 1M followers including a 150-guest influencer launch with 5+ vendor partnerships, boosting brand visibility and strategic collaborations
- Designed 12+ new products while leading efforts to improve current products and diversify the brand's product lines
- Organized and responded to 200+ customer inquiries weekly, ensuring a 24-hour response and high satisfaction

The Church of Jesus Christ of Latter Day Saints

Full Time Volunteer Representative

Cincinnati, OH

Jun 2023 - Nov 2024

- Prepared and conducted seminars and trainings on education and effectivity for up to 100 volunteers, provided one on one mentoring, and worked on a leadership team making decisions for over 170 volunteers
- Devoted 70+ hours a week to teaching and interacting with diverse individuals to assess and meet spiritual and temporal needs, organizing food drives, community projects, and sponsored service initiatives across several states as needed

Whitney Dahle Photography

Owner/Founder, Photographer, Social Media Manager

Sandy, UT

May 2020 - Jun 2023

- Established and managed a thriving photography business generating five figures in profit over a 3-year period
- Implemented effective social media marketing strategies to grow photography account to 950+ followers, with several posts reaching over 10K views, enhancing brand recognition and attracting new clients
- Designed and launched a professional website showcasing portfolio, services, and client testimonials, as well as work published in three separate international magazines
- Managed all aspects of client relations, from initial inquiry to final delivery, ensuring a seamless and positive customer experience for more than 100 different clients

AWARDS, SKILLS AND INTERESTS

- Technical Skills – Proficient in Microsoft Office, G Suite, Shopify, TikTok Shop, Adobe Creative Cloud, Meta Business Suite, SEO/GEO, AI Automation, Web Design, GoHighLevel; Beginning VBA/HTML/SQL; Advanced ASL Fluency
- Additional Work Experience – BYU Creators Team, TA, and Photographer (1 year), Full-Time Missionary (18 months in Cincinnati, OH), Called to Surf Sales Associate (3 months), Gem Studio Lead Supervisor, Collection Designer, and Silversmith (1.5 years), Aquatics Site Supervisor/Lifeguard/Swim Instructor (2 years), Nanny (2 years)
- Achievements -- KSL Sterling Scholar State Runner-Up in Skilled and Technical Sciences Education 2022, ASL Seal of Bi-Literacy, Category Winner Marriott School of Business Case Competition, Skyline High Top Student in Woodworking & ASL Medallion, Laurent Clerc Medal of Honor, President of the Skyline High ASLHS & SkillsUSA Chapters
- Case Studies -- Capital One, Cotopaxi, and Bain Case Competition participant; Completed marketing cases for Pinterest, Porsche, Mondelez, Nielsen IQ, Mars, 7-Eleven Japan, Microsoft, and HP and presented findings to global executives