

## \*\*contact

name: Christian Mogren  
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## \*\*education

institution: University of Utah  
school: David Eccles School of Business  
degree: bachelor of science  
field: marketing  
when: Fall '06-Spring '10  
student activities:  
\*\* American Marketing Association (AMA)  
\*\* the Mighty Utah Student Section (the MUSS)  
\*\* Advanced Student Admissions Program (ASAP)  
university service:  
\*\* University Teaching Committee, Fall '08-Spring '10  
\*\* Undergraduate Council, Fall '09-Spring '10  
\*\* Business School Student Giving Board, Fall '09-Spring '10

## \*\*professional affiliations

where: American Marketing Association  
title: member  
when: December '12-December '16

## \*\*work

where: Lefavi Wealth Management  
title: Marketing Manager  
when: July '17-present  
duties:  
\*\* brand management  
\*\* overall online presence management  
\*\* social media management  
\*\* event planning  
\*\* paid advertisement management  
\*\* internal marketing support

where: David Eccles School of Business  
title: Communications Specialist (prev: Graphic Designer; Editor)  
when: March '12-March '17  
duties:  
\*\* social media management  
\*\* brand management  
\*\* overall online presence management  
\*\* website maintenance + development  
\*\* in-depth web analytics  
\*\* email marketing campaigns  
\*\* content generation  
\*\* graphic design  
\*\* public relations  
\*\* copy editing

where: David Eccles School of Business  
title: Staff Support  
when: Feb '08-March '12  
duties:  
\*\* extensive customer service  
\*\* social media development  
\*\* redefined blanket email transmission  
\*\* new curriculum implementation  
\*\* facilities coordination  
\*\* general assistance to anyone

where: David Eccles School of Business  
title: Social Media Coordinator  
when: Oct '09-Dec '10  
duties:  
\*\* social media platform management  
\*\* content generation  
\*\* number growth

where: Pottery Barn  
title: Sales Associate  
when: July '07-March '08  
duties:  
\*\* extensive customer service  
\*\* furniture sales > \$30k  
\*\* interior design

#### \*\*references

\*\* David Blackburn \* 801.633.5801  
\*\* Raegan Holbrook \* 801.949.6384  
\*\* Erin Kennelly \* 570.899.3832  
\*\* Dan Nailen \* 801.634.8499  
\*\* Christopher Treasure \* 801.870.5217

