

C. Noel Sanchez Brubaker

(530) 227-5405 | noelsanchezbrubaker@gmail.com | <https://www.noelsanchez-brubaker.com/>

EDUCATION

Brigham Young University – Marriott School of Business

Jan 2023 – Dec 2024

Bachelor of Science in Experience Design and Management

Provo, UT

- Specialized Topics of Study: Experiential Marketing, Event Management, Data Analytics, DEI, and Scrum & Agile

EXPERIENCE

FamilySearch

Jul 2024 – Present

RootsTech Marketing Intern

Lehi, UT

- Managed content creation and delivery across 7 marketing channels, ensuring timely and consistent messaging
- Executed an influencer marketing initiative, partnering with 100+ influencers to boost RootsTech's brand awareness
- Conceptualized and launched 7+ targeted marketing campaigns, playing a key role in driving 10 million global participants to RootsTech

Common Spirit Hospital Administration

Apr 2024 – Aug 2024

Patient Experience Intern

Redding, Mount Shasta, Red Bluff, CA

- Assisted in execution of 6+ patient/employee events and programs aimed at improving the health care experience
- Collaborated with healthcare professionals to address patient concerns and enhance communication channels
- Analyzed surveys for 3 locations using Excel and Press Ganey to identify trends within all hospital departments

Sundance Mountain Resort

Jul 2023 – Apr 2024

Communications Specialist

Provo, UT

- Spearheaded a departmental rebranding and restructured the guest experience at Sundance through simplistic design
- Designed essential events for the opening day of the 2023 Ski Season increasing family bonding and brand loyalty
- Directed inbound and outbound communication channels, responding promptly to 70+ guest inquiries daily via phone, email, live chat, and customer facing service

PROJECTS

Hill Cumorah Visitor Center

Jan 2024 – Apr 2024

Experience Designer

Provo, UT

- Collaborated with the Church of Jesus Christ of Latter-day Saints executive team to help redesign the Hill Cumorah Visitor Center in NY, which hosts thousands of visitors from around the world
- Worked through the discovery, ideation, prototyping, and feedback phases to iterate and build an experience focused solution for a business challenge

Lime Ricki Experiential Marketing Campaign

Jan 2024 – Apr 2024

Experiential Marketer

Provo, UT

- Crafted an immersive brand experience for swimsuit company Lime Ricki to connect with their target audience and build brand awareness and loyalty
- Utilized consumer insights and marketing reports to tailor experiential marketing campaign and maximize impact

Private Event

Oct 2022 – Jun 2023

Event Director

Redding, CA

- Directed 4+ major events accommodating up to 460 people and ensured a positive experience for guests by eliminating any possible negative cues
- Supervised technical performance of entertainment, ceremonies, and major events to ensure occasion would run smoothly by utilizing radical collaboration

SKILLS, CERTIFICATIONS & INTERESTS

- Visual Storytelling through Adobe Creative Suite: Photoshop, Illustrator, Animate, and InDesign
- Coding Skills: Entity-Relationship Diagramming, SEO, Structured Query Language, Tableau, Excel Solver, Pivot Tables, and Charts, HTML, CSS, Bootstrap, Flow Chart Diagramming, and: VBA Programming in Excel
- Artistic Abilities: Illustrations, Graphic Design, Fiber Arts, Animation, and Photography