

JOSHUA EGGERTZ

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SUMMARY

Dynamic Digital Marketing Specialist with 3 years of expertise in optimizing PPC campaigns and influencer outreach. Achieved a 28% increase in ROI and a 23% YoY lift in audience reach by refining keyword strategies and onboarding 30 social media influencers. Seeking to drive comprehensive digital marketing initiatives and enhance brand engagement through strategic audience expansion and tailored content strategies.

EXPERIENCE

Assistant Audio Engineer

May 2025 - Present

- **Kyle Henderson**

Music Producer

- Assisted lead engineer in recording sessions for [music/film/podcast/live events], ensuring smooth workflow and minimal downtime
- Maintained accurate session notes, track sheets, and file organization for archiving and recall
- Coordinated with artists and producers to ensure a comfortable and productive studio environment
- Performed editing tasks including comping takes, timing corrections, and noise reduction
- Assisted in mix preparation including gain staging, plugin management, and stem organization
- Learned and adapted quickly to different engineers' workflows and preferences
- Collaborated with cross-functional creative teams including producers, musicians, and directors

Digital Marketing Specialist

August 2022 - March 2024

- **TAFT | Draper, Utah**

- Increased PPC campaign ROI by 28% in 12 months by optimizing keyword selection and adjusting bid strategies via Amazon Seller Central, directly aligning creative assets with performance analytics.
- Expanded partner ecosystem by onboarding 30 new social media influencers, resulting in a 23% YoY lift in audience reach and a 17% increase in campaign engagement rates by leveraging data-driven selection and tailored content strategies across targeted digital platforms.
- Directed product seeding and campaign strategy for high-impact collaborators like Deion Sanders and DeVonta Smith; synchronized product launches with tailored content across Instagram and Facebook, driving a 52% surge in monthly social engagement.
- Increased monthly social media engagement by 52% over eight months by scheduling and tracking 36+ monthly posts across Instagram, Facebook, and Pinterest with Later and native platform analytics, driving consistent interaction and brand awareness.
- Leveraged Microsoft Excel automation to generate real-time inventory status reports for 150+ SKUs, ensuring synchronized product availability on Shopify and decreasing inventory errors by 30% month over month.
- Managed end-to-end campaign management for 22 product launches over two quarters using HubSpot and Sprout Social, achieving a 35% boost in conversion rates and maintaining campaign schedule adherence above 98%.

Guest Services & Ticket Sales

Lead

March 2021 - August 2022

- **Woodward Park City | Park City, UT**

- Processed an average of \$340,000 in ticket sales per season and maintained a customer satisfaction rate above 92% by adopting enhanced sales reconciliation methods and centralized CRM documentation.
- Coordinated registration and managed roster assignments for 400+ summer camp attendees using Microsoft Excel, streamlining participant enrollment and reducing check-in errors by 22% over a six-month period.

Guest Experience Manager

December 2020 - March 2021

- **Ice Castles | Midway, UT**

- Oversaw employee lifecycle processes, including recruitment, scheduling, and termination, utilizing scheduling software and HR management tools to support operational consistency.
- Applied conflict resolution and customer service skills by mediating guest concerns through face-to-face interactions and structured guest feedback processes.
- Directed daily front-of-house operations, ensuring seamless guest flow and consistently high satisfaction levels through hands-on leadership and real-time adaptation to evolving event demands.

EDUCATION

SKILLS

Social Media Management

Amazon Seller Central

Influencer Outreach

Shopify Storefronts