

Madison G. Bevans

(435) 619-7041 | mbevans1@byu.edu | www.linkedin.com/in/madisonbevans

EDUCATION

Brigham Young University– Marriott School of Business

Bachelor of Science, Marketing, Minor in Global Studies

Provo, UT

Apr 2026

- GPA: 3.5/4.0
- MA (Marketing Association) - Director of Data Analytics
- **Skills:** VBA, SQL, HTML, R, Adobe Photoshop, Tableau, MS Office, EPR Systems, Viz Trio, Quickbooks

EXPERIENCE

BYUTV

Media Production Specialist

Provo, UT

Oct 2020 - Dec 2024

- Increased viewer enjoyment by 35% through using graphic design relevant to live shows
- Collaborated with 50+ team members to direct and produce live shows for 18 sports events
- Addressed live show system crashes by optimizing performance for uninterrupted viewer experience

HXP (Humanitarian Experience)

Business Operation Logistics Coordinator

Salt Lake City, UT

Jan 2023 - Aug 2024

- Organized comprehensive first aid medical kits for 60 global locations
- Created efficient video tutorials for 1,000+ youth; optimized visa applications
- Addressed the needs of 6,000 builders by engineering a medical system, efficiently enhancing volunteer support, and ensuring timely assistance in critical situations

CRUX Academy

Intern - Sponsor Liaison

Provo, UT

Jan 2023 - Apr 2023

- Spent 150+ hours data wrangling to direct companies decisions
- Held 3 meetings a week to grow and explore new ideas within the company
- Conducted cold calls to 100 potential clients who best fit the target market

EXTRA-CURRICULARS

Nations and Landscapes Study Abroad - BYU Geography

Jul 2023

Western Countries of Europe, Global Studies

- Increased a 30% interaction rate per post by leading social media strategy
- Fulfilled all credits for minor in Global Studies

SERVICE

The Church of Jesus Christ of Latter-day Saints

Volunteer Representative

Bakersfield, California; St. George, Utah

Sep 2021 - Jun 2022

- Engaging in daily service at various sites, impacting 150+ lives daily with 80 hours dedicated weekly
- Managed a team of 50 volunteers over a 6-month period
- Utilized social media to share inspirational content via posts, stories, and insights, three times weekly

ILP (International Language Program)

English Teacher

San Jose, Costa Rica

May 2021 - Aug 2021

- Instructed elementary-aged children in English language skills through daily lesson plans
- Developed daily teaching plans for prospective teachers entering the program
- Captured and shared adventures on Instagram, including a company takeover for a week

PERSONAL

- Love traveling worldwide, explored 19 countries
- Passionate climber, enjoy pushing to new heights
- Currently self-teaching German