



# YTALA CAMPOVERDE

## BUSINESS & MARKETING STRATEGIST

Dynamic and results oriented professional with over eight years of experience in the construction industry and strong background in marketing and business strategy. MBA graduate with certifications in landscape, asphalt and general building qualifications. Efficient and delivering projects SOP's, improving operational efficiency, and driving business growth in competitive markets.

## CONTACT



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@ytala-campoeverdem

## EDUCATION

### MASTER'S DEGREE

MBA

Westfield Business School  
2023-2024

### BACHELOR'S DEGREE

Business Administration  
Columbia College  
2018 - 2022

## SKILLS

### PROFESSIONAL

Project Management  
Brand Development  
Content Development  
Content Creation  
Copywriting  
Budgeting and Planning  
Client Support  
Digital Marketing  
Problem Solving  
Market Research  
Business Strategy  
SEM & SEO

## WORK EXPERIENCE

### BUSINESS & MARKETING MANAGER

Chopper Landscaping, Utah | 2018 – Present

- Designed and implemented marketing strategies that increased customer engagement and secured multiple service awards, including "Best of the City" for two consecutive years.
- Developed multichannel campaigns, integrating digital and traditional marketing strategies to target niche markets effectively.
- Conducted market research to identify growth opportunities., resulting in tailored services offerings and increase brand visibility.
- Implemented SOP in sales and operational areas, ensuring compliance with regulatory standards and achieving high client satisfaction.
- Financially implemented debt consolidation and worked towards operational budgets in the current strategies to help business growth.

### BUSINESS & MARKETING CONSULTOR

TOFU Business Growth & Marketing, Utah | 2023-Present

- Partnering with small-medium sized business to develop comprehensive business plans and strategies tailored to market demands.
- Designed and developed websites, digital environments, and social media management systems to enhance online presence and customer engagement.
- Guided clients through the creation and implementation of marketing canvases to align with sales goals and revenue targets.

## SKILLS

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### TECHNICAL

Microsoft Word & Excel

PowerPoint & Keynote

Adobe Photoshop

Adobe Lightroom

Email Marketing

CRM

Quickbooks

Cap cut

SEMrush

## VOLUNTEERING

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### OWNER

Almas Patudas/Stray Animals  
Organization  
2020- Peru

### MENTOR

Business mentor/Micro mentor  
2022 - USA

### HOMELESS PROGRAM SUPPORTER

Information/Unsheltered UT  
2023 - Utah

## REFERENCES

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### MAHONRY D'A

Business Partner  
Chopper Landscaping  
801-891-1736  
mdl@chopperlandscaping.com

### PATTY PETERSON

Business Partner  
TOFU Marketing  
801-678-5481  
pattypeterson@fitformom.com

### VANESSA VASSILAROS

Business Consulting  
Learning to Grow  
352-872-6401  
vanevassilaros@gmail.com

## WORK EXPERIENCE – CONTINUED –

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### ONLINE FINANCIAL SERVICE

Zions Bank, Utah| 2015 – 2016

- Assisted customers in navigating online banking systems, resolving inquires with professionalism and efficiency.
- Delivering solutions that aligned with their financial needs and goals.
- Provided tailored customer service to a diverse client base, gaining in-depth knowledge of Utah's financial environment and online tools.
- Expertise handling sensitive financial information.

## PROFESSIONAL DEVELOPMENT

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### B100 - GENERAL BUILDING QUALIFIER

DOPL  
Utah – June 2024

### S330 - LANDSCAPE AND RECREATION QUALIFIER

DOPL  
Utah – March 2019

### S260 – ASPHALT AND CONCRETE QUALIFIER

DOPL  
Utah- March 2019