



TY BINGHAM

ADVERTISING STRATEGIST
I AM UNSTOPPABLE.



CONTACT



Email
wizedecision@gmail.com



EDUCATION



2017 - Present
Comms: Advertising



QUICK FACTS

- Made The **New York Times** Cover at 18 years old
(PASSION FOR LEARNING)
- Won two **big ad awards** as a Strategist at BYU's AdLab
- Started selling on Amazon and Ebay at **12 years old**
- Started **4 businesses** throughout my life



*<https://www.linkedin.com/in/tyjbingham/>



MY CAREER BIO

Through my **7 year career** I've interned at an NBA charity, a software company, and worked as advertiser in each of these capacities and more to **brand** companies and products, promote kindness, and **communicate** strategically. I look forward to creating experience to **impact more lives!**



WORK EXPERIENCE



Advertising Strategist: Pitch Writer **May 2022-Present**
Jimmerosity, NBA Charity

Interned as advertiser for former NBA professional Jimmer Fredette. Built, themed, and delivered **slide deck presentation** to Jimmer, which he gave to Utah educators at a **state-wide conference** to empower all youth to "Choose Kindness." In it I kicked bullying with '**Cool is Kind**' campaign strategy.



Research Assistant: Changemaker **Oct 2021-May 2022**
Brigham Young University-Provo

Managed all **communications** and **publicity** for a professor and his podcast through Twitter tweet optimization and podcast research. **Created a website** for him, **wrote interview questions** w/justification (**adoption plan**), and **wrote and scheduled tweet copy** advertising his podcast **to teach fulfillment** at work.



Insight Strategist Intern: Video Expert **June 2021-August 2021**
Batterii, Software Company

Interned as Insight Strategist for a software company, editing and updating **slide deck templates** while **branding in copy** big companies like Mars and J&J, and cutting and compiling consumer **video clips** for PPT's. **Worked with team** to reliably compile consumer insights!



MY SKILLS & EXPERTISE

Adobe Creative Cloud

Slack, Zoom, Microsoft

Marketing & Advertising

YouTube Comm. Mngmt

Facebook Ad Buying

Google Slides/Mcsft PPT



MY REFERENCE

Tom Broschinsky

Harmon Brothers /
Facebook Ad Buyer
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