

Bryce Peterson

(208) 408-9087 · xcbryce.peterson@gmail.com · linkedin.com/in/bryce-peterson14/

EDUCATION

Brigham Young University

Sep 2023-Apr 2027

Bachelor of Communications, Emphasis in Advertising
Minor in Business

Provo, UT

Gerald R. & Oneida B. McQuarrie Scholarship Recipient – One of 5 student recipients nominated by faculty for excellent work.

BYU ADLAB

NSAC

Sep 2025-Present

Director of Testing, Strategist, Presenter

Provo, UT

- Led a team of 6 people conducting 11 primary research tests and reviewing over 70 secondary sources.
- Led a team of 4 people in performing concept testing leading to 83.9% audience satisfaction from over 110 respondents.
- Was one of 4 presenters chosen from 32 students to pitch the project to a panel of judges.

Young Ones, Effies, D&AD

Jan 2026-Present

Lead Strategist

Location

- Conducted extensive primary research including interviews, focus groups, surveys and ethnographies.
- Asked 100s of questions throughout the projects to get a clearer understanding of consumer thought.
- Reworded briefs dozens of times to ensure language was understandable, concise, and inspiring.

Classes

Sep 2025-Present

Strategist

Provo, UT

- Learned to develop concise creative briefs from advice given through 45+ revisions across 7 projects for spec clients including the NBA, Penguin Brothers, Vans, Crocs, Dove, and Ralph Lauren.
- Learned how to develop POV documents, brand strategies, and social strategies.
- Worked with 15 different teams on spec projects, improving my collaboration and communication skills.
- Failed 100's of times in pursuit of ideas I could be proud of.

EXPERIENCE

BYU Carpentry

Sep 2025-Present

Student Carpenter

Brigham Young University

- Kept track of on average 6 projects at a time resulting in 92% completion of projects on time.
- Improved conditions of 29 buildings across Brigham Young's campus resulting in a safer campus.

BYU School of Communications

Sep 2023-Apr 2024

Secretary

Brigham Young University

- Managed over \$10,000 worth of camera equipment for the use of over 70 journalism students.
- Implemented a new check-out system that allowed the department to track check-in and check-out times of over 80 students, increasing equipment return times by 25%.
- Renovated 2 audio booths and refurbished over 135 pieces of equipment to prepare for new systems.

Church of Jesus Christ of Latter-Day Saints

Sep 2021-Jul 2023

Volunteer

Wichita, Kansas

- Planned and executed 1-2 service projects weekly in teams of two to eight across areas of Kansas, Oklahoma and Colorado, helping to strengthen and get to know the residents there.
- Taught daily gospel lessons in English and Spanish, learning to understand and connect with others.

SKILLS/ABILITIES

- Proficient in Adobe Suite used to produce and manage a personal adventure and gaming YouTube channel with videos achieving 6,000 views.
- Proficient in Google Slides, creating and designing over 50 presentations.
- Varsity letters in track and cross country.