Jett Iverson

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EDUCATION

Utah State University, Jon M. Huntsman School of Business Logan, UT
Bachelor of Science, Major: Marketing December 2026

- **GPA: 3.74** while working 25 hours per week
- Academic Scholarship
- Member of ProSales
- Advanced Excel Course
- Proficiency in SQL, Marketing, and Finance
- Google Ads Certification, Meta Business Suite Certification

WORK EXPERIENCE

The Insurance Center Farr West, UT
Licensed Insurance Agent / Acting Director of Marketing Jun 2024 – Present

• Took ownership of marketing strategy in the absence of a dedicated specialist, acting as Director of Marketing
• Lead social media campaigns for the company
• Increase brand exposure by over 50% using social media
• Manage over 100+ client accounts, ensuring prompt and accurate policy renewals
• Drove sales velocity to 16.8%, surpassing both the industry average (12.7%) and the top quartile benchmark (15.8%), demonstrating the agency's strengthened ability to capture new business
• Maintained organic growth at 10.7%, near the industry median of 10.4%, showing that the firm can now scale sales more rapidly despite average baseline growth
• Conduct market research to identify emerging trends, helping the company adjust its offerings accordingly

UYSA Ogden, UT
Certified Youth Soccer Official Feb 2018 – Present

• Mediating disputes between players and coaches
• Demonstrate decision-making under pressure during fast-paced games with large audiences
• Coordinating with coaches and other referees to ensure smooth gameplay, enhance communication and teamwork.
• Maintain fairness and objectivity, gaining trust from players and organizations

SERVICE / LEADERSHIP

Club Member Logan, UT
ProSales, Jon M. Huntsman School of Business Jan 2025 – Present

• Oversee the account management of a corporate partner, communicating club updates and identifying annual recruitment needs for the company
• Build and maintain strong, long-lasting account relationships

The Church of Jesus Christ of Latter-Day Saints Porto Alegre, Brazil
Full-time Volunteer July 2022 – June 2024

• Led a team of 10-20 volunteers, improving performance and output through training and goal-setting
• Developed and implemented strategies that increased community outreach
• Conducted presentations and training sessions in Portuguese for large groups

SKILLS / INTERESTS

• Fluent in Portuguese
• Proficient in insurance sales platforms
• Avid golfer