

# Bo Henry Jackson

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## EDUCATION

### Brigham Young University– Marriott School of Business

Provo, UT

Apr 2025

*Bachelor of Science, Experience Design & Management*

Experience Design Society, Il Club Italiano, Membership

## EXPERIENCE

### University Relations at BYU - Student Assistant

Provo, UT

Jan 2024 - Present

- Maintain communication with 250+ guests of the President (International, government, community leaders)
- Managed student team in preparation for & facilitation of BYU Convocations, Athletic events, & Kickoffs
- Designed new workflow processes to reduce preparation hours by 5+ hours per week

### Experience Designer at Loveland Dental Group - *Summer Intern*

Cornelius, NC

Apr 2024 – November 2024

- Developed team member training programs with department managers (clinical & administrative)
- Evaluated employee engagement across all practices, 100+ employees
- Implemented new patient experience platform & roll out to regional managers
- Analyzed & provided insights for patient-facing marketing at 8+ dental practices serving 60k patients annually
- Facilitated projects: with patient experience vendors, overseeing facility upgrades to enhance patient experience
- Cultivated industry partnerships at a global dental conference with 1,000+ attendees
- Collaborated with C-Suite to create presentations, & reporting dashboards
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### Live Laugh Love Art - *Creative Art Instructor*

Portland, OR

Jun 2016 - Dec 2023

- Crafted curriculum for diverse demographics & delivering memorable artistic experiences at various venues
- Instructed corporate team-building events & private parties for up to 75 people sparking unity & connection
- Collaborated cross-functionally with various departments to conduct thorough market research & analysis
- Built suppliers relations to increase reliability, negotiate favorable contracts, & timely delivery of products
- Experienced event coordinator specialized in leading high-energy creative workshops for diverse audiences

### Caliber Solar - *Sales Team Manager*

San Francisco, CA

Mar 2023 - Jul 2023

- Demonstrated strong customer relations through need-finding, exceptional service, & tailored solutions
- Increased customer satisfaction ratings & increased customer loyalty with 25+ customers
- Addressed customer communication with a 2-hour turnaround to solve client concerns
- Sustained verbal & non-verbal communication skills to engage with people from diverse backgrounds daily

### Jersey Mike's Subs -*Assistant Manager*

Provo, UT

Aug 2022 - Mar 2023

- Collaborated with the General Manager to examine sales data, identify trends, & construct action plans to drive revenue growth, maximize efficiency, & meet financial targets of a high-revenue location
- Analyzed key performance indicators (KPIs), such as fill rates, stock turnover, order lead times, to evaluate supply chain performance & identify areas for improvement while keeping company policies
- Sustained compliance with company & local municipal policies, procedures, and regulations

**TuHS Tees & Prints - Manager***Tualatin, OR*

Aug 2018 - Jun 2019

- Consulted with clients displaying effective communication to provide professional advice & recommendations based on preferences & budget to understand project scope & timeline with over 200 customers quarterly
- Coordinated inventory management tasks, ensuring timely & accurate stock replenishment
- Adopted industry trends, emerging technologies, & regulatory changes advancing sales by 25%

**LEADERSHIP & SERVICE****Michael's Place – Special Needs Volunteer/ Fundraising Team***Beaverton, OR*

Jul 2009 - Present

- Developed & executed effective yearly fundraising strategies, including donor outreach & event planning
- Organized & executed fundraising events, including logistics management, volunteer coordination
- Boosted engagement by enhancing donor relationships & fostering long-term support to achieve set objectives

**The Church of Jesus Christ of Latter-day Saints – Full-time Volunteer***Kansas & Italy*

May 2020 - Jun 2022

- Displayed effective problem-solving skills by analyzing complex situations & identifying solutions
- Made informed decisions in a fast-paced, dynamic environment while keeping a positive & open mentality
- Strengthened adaptability skills by navigating different cultural contexts, embracing diversity & challenges

**OTHER**

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- 2023 BYU Marriott Case Competition winner with over 200 participants
- Proficient in Adobe Creative Suite, Microsoft Suite, Google Drive, & SCRUM
- *Marketing & Child-Development Student of the year*, Career & Technical Education 2019
- Project Management: Experience in leading cross-functional teams & organizing project timelines