

September 24, 2018

To Whom It May Concern,

I am a recent graduate from Montana State University and a photographer, videographer, designer and marketing strategist. I am looking for a full-time job in Bozeman, Seattle, Portland, Bellingham, Bend, The Bay Area or Los Angeles as well as clients for my freelance business.

I use skills in HTML, CSS, WordPress, Squarespace, Google Analytics, SEO, A/B testing, social media platforms, Adobe Creative Cloud, graphic design, UX design, photography, videography, project management software, Microsoft office, client presentations, and digital asset management on a daily basis. I love working with diverse teams, I am a great communicator, a quick learner, and I am very organized when working on multiple tasks at once.

I have extensive skills in marketing, particularly as it relates to content creation, social media, web development, volunteer/customer acquisition brand strategy and fundraising. For two years, I wrote, produced and distributed client videos, blogs, radio spots and commercials for Boise-based [Drake Cooper](#), an acclaimed and award-winning ad-agency.

I established my own creative business during my junior year at MSU. I work on all aspects of a project including client acquisition, client relations, production planning, production, post-production, media management and distribution. I produce websites, branding, videos and provide photography for my clients.

One of my strongest assets is my knowledge and practice of the Stanford D School's design thinking model, which I learned during my time as a participant and board member of the student-led nonprofit, [One Stone](#). If you are familiar with design thinking you know that it requires thorough research, looking at challenges with great empathy for the end user, testing assumptions, making informed decisions, failing forward and keeping momentum. Design thinking can be applied to enhance everything from planning to customer success management.

One of my proudest accomplishments is establishing the social media movement and international community via the Instagram page, [@GetYourAssIntoNature](#). GYAIN is a community where people share stories of reconnecting with nature and taking back their body image using social media in a unique, honest and often humorous way. The page was featured in [National Geographic](#) and other national magazines. I gave a TEDx talk about the experience that you can view [here](#).

Another one of my proudest accomplishments is starting the rideshare app for skiers and snowboarders called [ShareLift](#). When I moved to Bozeman, I had a ski pass, no car and a deep desire to do something that helped the environment. I felt frustrated with the impact that resort skiing was having -- seeing the lines of mostly empty cars heading up the hill. I recruited a computer engineering friend and together we developed a ridesharing app. ShareLift won [Startup Weekend Bozeman in 2015](#) and a sizable grant from [Utah Clean Air \(UCAIR\)](#). We launched in 2016. I oversaw the brand and the outreach in Bozeman and elsewhere in the West. Unfortunately, outside investment, a battle with Lyft and lack of technical resources were insurmountable obstacles to our success, but the experience was unforgettable, to say the least. I consider it my DIY-MBA.

If you are looking for a friendly redhead around your office to help plan and execute projects with a variety of clients and mediums, please don't hesitate to reach out. I'm always open to sitting down over a beer, coffee or whiskey. You can also win me over by asking me to go on a bike ride or a hike. I am currently located in Bozeman, MT but am also entertaining the possibility of moving to Seattle, Bellingham, Portland, Bend, The Bay Area or Los Angeles. My portfolio is available [here](#).

Thank you for your consideration,

Aidan Weltner

Please fill out a [contact](#) form to connect