

Milan Norling

PROFESSIONAL EXPERIENCE

Growth Marketing & Brand Partnerships Specialist

The Daily Upside, New York, NY | Oct 2023 - Present

- Source and manage media buys, ensuring quality audience expansion and engagement.
- Forecast growth projections based on planned and actual spend.
- Own account management pipeline, focusing on brand fit, product offerings, and growth goals.
- Assist with new product launches and coordinate brand messaging.
- Manage lifecycle, deliverability, and marketing stack of tech.
- Established and maintained long-term relationships with strategic partners, such as

Growth Marketing Associate

The Daily Upside, New York, NY | Mar 2023 - Oct 2023

- Plan and execute marketing strategy for email newsletter portfolio and digital media platform.
- Identify and vet new marketing channels, vendors, and technology solutions.
- Design, draft, and test new ad copy and creative matching brand voice.

Producer

Freelance, Los Angeles, CA | Dec 2020 - Present

- Freelance producer for commercials & documentaries for clients including Google, Adobe, Yves Saint Laurent, Cadillac, Netflix, Bravo, etc.
- Manage crew hires, budget, spreadsheet management, equipment rental, payroll, scheduling, and post-production.

Sales & Marketing Coordinator

Powderbird Helicopter Skiing, Salt Lake City, UT | Nov 2022 - Apr 2023

- Manage social platforms, SEO optimization, and email campaigns.
- Develop content and copy for new international programs, increasing revenue by 50% in the 2022-23 winter season.

Event & Marketing Director

Alta Community Enrichment, Salt Lake City, UT | May 2021 - Aug 2022

- Manage the creation, execution, and marketing of 150+ events per year, achieving a 43% increase in events.
- Raised \$35,000 during the annual fundraiser and \$15,000 in general year-round fundraising efforts.

Marketing Coordinator

Sundance Mountain Resort, Provo, UT | Jun 2020 - Jul 2021

- Led an eight-person digital marketing team, doubling revenue on season pass sales and bookings.
- Oversaw and managed paid advertising, ad spending, and all production/film on property.

Social Media Manager

Snofolio Corporation, Salt Lake City | Dec 2018 - Jul 2020

- Oversaw digital marketing initiatives and SEO goals, increasing overall social following by 400%.
- Implemented a new social media strategy leading to a 200% increase in B2B product sales.

Marketing & PR Intern

KUHL Clothing, Salt Lake City | Aug 2017 - Nov 2018

- Monitored social channel engagement, launching a new social channel that gained a 2,000% following in 6 months.
- Coordinated a catalog-magazine launch resulting in an exponential increase in company revenue.

EDUCATION

University of Utah — Parks

*& Recreation, Tourism
Sustainable Tourism &
Hospitality Management
AUGUST 2016 - APRIL 2020*

SKILLS

Producing
Production Management
Production Coordinating
Wardrobe
Leadership
People Management
Budgeting
Talent Management
Excel, Powerpoint
Pre-Production Books
Scheduling
Equipment Sourcing
Travel Arrangement
Crew Hire
Craft Services

TALENT REPRESENTATION

Wilhelmina Denver

July 2021 - Present
Bookings: Cassie@wilhelminadenv.com

Talent Management Group

March 2021 - Present
Bookings: vickie@talentmg.com

PRODUCTION EXPERIENCE

EXECUTIVE PRODUCER

- *October 2022 Team 13 - Adobe MAX 2022*

PRODUCER

- *February 2023 Maser Films - GAF*
- *August 2022 Avalanche Studios - Salt Lake International Airport*

PRODUCTION MANAGER

- *June 2022 We The People - Cadillac*

PRODUCTION COORDINATOR

- *January 2024 Kano Creative - The Picklr*
- *August 2023 Kano Creative - The Picklr*
- *May 2023 Local Studio - Mobil 1*
- *February 2023 Local Studio - Columbia*
- *November 2022 Local Studio - Utah Office of Tourism "Utah in Love"*
- *October 2022 Local Studio - Utah Office of Tourism "Utah in Love"*
- *September 2022 Carousel - Claire's Holiday Campaign 2023*
- *August 2022 York Productions - Bravo TV*
- *August 2022 Local Studios - Caterpillar Inc*

PRODUCTION OFFICE ASSISTANT

- *June 2022 Supply & Demand - Massage Envy Commercial*
- *May 2022 Hungry Man Production - Idorsia Commercial*

PRODUCTION ASSISTANT

- *December 2022 Across the Pond - Google*
- *August 2022 Voyager TV - BlockChain Documentary*
- *August 2022 Rain Agency - Oofos*
- *July 2022 Fackrell Brothers - Veterans Affairs*
- *April 2022 Avalanche Studios - KSL Jobs Commercial*
- *April 2022 Avalanche Studios - Nice*
- *April 2022 Good One Inc - Prudential Commercial*
- *March 2022 Matte Project - Yves Saint Laurent - PUSH THE BOUNDARIES Jaxon Willard*
- *December 2021 Live Tribe TV - Merrell - Moab Step Further*
- *November 2021 Ark Media - Netflix - Keep Sweet Pray & Obey*
- *October 2021 Traverse Films - Credit.com*
- *March 2021 Scout LLC - Utah Tourism Campaign*

ART ASSISTANT

- *May 2022 Avalanche Studios - City Creek Mortgage Commercial*

WARDROBE ASSISTANT

- *September 2021 Live Tribe TV - Merrell - Runway Show*

TALENT

- Connect
- Halls
- Pawn Bots
- Global Auctions USA
- NuSkin
- Brigham Young University
- LifeVantage
- Alps & Meters
- Sundance Mountain Resort
- Solitude Mountain Resort
- Flylow Gear
- Brigham Young University
- University of Utah