

# REED D. WEBSTER

(801) 498-0754 | reedwebster7284@gmail.com | [reedwebster.com](http://reedwebster.com) | [LinkedIn](#) | Provo, UT

---

*Pre-business student at BYU applying to the Marriott School Strategy program. Co-founded a performance marketing agency, built and leads BYU's AI in Business Society, and held a Top-Secret clearance at the NSA. Fluent in Mandarin Chinese. Focused on AI, strategy, and high-growth business.*

---

## EDUCATION

---

**Pre-Business | Applying to B.S. Strategy** | Brigham Young University, Marriott School of Business | Provo, UT Aug 2024 – Present

- Pursuing the Strategy emphasis at the Marriott School to build expertise in competitive strategy, business development, and organizational growth

## EXPERIENCE

---

**Co-Founder & President** | *BYU AI in Business Society* | Provo, UT Aug 2024 – Present

- Co-founded and lead BYU's AI in Business Society, scaling the club to over 1,000 members across email lists and social platforms with five active subgroups
- Coordinated industry speaker events and live AI demos, bringing professionals and founders into the club to present on real-world AI applications
- Served as Perplexity Campus Partner orchestrated student signups and adoption campaigns for Perplexity AI, positioning the club as an early access hub for emerging AI tools
- Built a Python-based communications automation agent integrating Google Calendar, Notion, LinkedIn, Instagram, SendGrid, and Microsoft Teams to run club operations at scale

**Leasing Agent** | *Arden Place Apartments / NXT Property Management* | Orem, UT Aug 2024 – Present

- Drove occupancy from 78% to 93% through targeted marketing campaigns, optimized listing presence across Apartments.com and ApartmentList, and proactive lead follow-up strategies
- Developed and executed resident retention initiatives including renewal outreach sequences, satisfaction touchpoints, and competitive lease incentives to reduce turnover
- Built a full-stack property management web application in Next.js 14 with Supabase, Tailwind CSS, and shadcn/ui featuring six operational modules: Turn/Make-Ready Board, Leasing CRM, Work Orders, and more
- Conduct biweekly competitive market surveys across seven comparable properties to inform pricing and positioning decisions

**Co-Founder & Head of Strategy** | *Vanta Marketing LLC* | Remote Jan 2025 – Present

- Co-founded a full-funnel performance marketing agency serving local and regional service businesses including home services, pest control, medical, and property management
- Designed and sold three productized service tiers on month-to-month retainers; built cold outreach playbooks, a full client reporting system, and automated lead follow-up sequences
- Managed Meta ad campaigns end-to-end including creative, copy, bid strategy, landing pages, CRM integration, and performance reporting
- Built a custom client portal (HTML/CSS/JS, Supabase, Meta Ads API, Chart.js) for real-time campaign visibility; leading expansion into Google Search Ads

**Student AI Consultant** | *Brigham Young University* | Provo, UT Jan 2025 – Dec 2025

- Advised BYU faculty on AI integration strategies, developing tailored frameworks to enhance student learning outcomes and teaching effectiveness
- Presented AI adoption roadmaps to a BYU AI associate dean panel, recommending implementation strategies across academic departments

**Co-Founder** | *Rock Canyon AI* | Provo, UT Jan 2025 – Dec 2025

- Co-founded an AI consulting firm focused on business AI adoption; concluded operations in 2025 following a strategic pivot toward specialized ventures

**Language Analyst** | *National Security Agency* | Hill AFB, Clearfield, UT Aug 2021 – Jul 2022

- Held Top-Secret clearance; translated complex technical materials from Mandarin Chinese to English in support of mission operations
- Contributed to the development of AI-enhanced workflow tools for linguists and analysts

- Received a personal coin from the NSA Director (Utah) and Director of the National Cryptologic University for exceptional performance
- Awarded a cross-directorate cash award from senior leadership for contributions to translation tool development
- Briefed mission-specific materials directly to a Four-Star General and the NSA Director

**Full-Time Missionary | Zone Leader & District Leader** | *The Church of Jesus Christ of Latter-day Saints* | Taiwan  
Aug 2022 – Aug 2024

- Served two years fully immersed in Mandarin Chinese language and culture across Taiwan, achieving professional working fluency
- Held multiple senior leadership roles, directly responsible for training, developing, and coordinating the work of fellow missionaries across a large geographic area
- Consistently coached high-performing teams, conducting regular one-on-ones, setting measurable goals, and implementing accountability systems

## **SKILLS & CREDENTIALS**

---

**Languages:** Mandarin Chinese (fluent, written and spoken) Chinese Seal of Biliteracy

**Technical:** Next.js 14, React, Supabase, Tailwind CSS, Python, JavaScript, Meta Ads API, Chart.js, Three.js, Vercel, Cloudflare

**AI Tools:** Claude, GPT-4, Perplexity, MindStudio, Manus AI, Notion AI, Runway, Sora, ElevenLabs, HeyGen, Kling AI, Ideogram, Midjourney

**Automation:** n8n, Make (Integromat), Zapier, Python scripting, SendGrid, Twilio, agentic workflow design and deployment

**Business:** Paid social advertising (Meta), lead generation, leasing and property marketing, AI strategy, financial modeling

**Clearance:** Top-Secret (NSA, 2021–2022)

**Awards:** NSA Director Coin | NSA Cross-Directorate Cash Award from Senior Leadership

**Other:** Eagle Scout | National Honor Society | BYU AI in Business Society Co-Founder and President