

Mitchell Zyzelewski

Manager & Guide

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2003 S Imperial St
Salt Lake City, UT 84105

269-491-1494
mitchellzyz@yahoo.com

Skills

- Customer Relations
- Interpersonal Skills
- Group & Individual Instruction
- Email Marketing/CRM
- Adobe Creative Suite
- Microsoft Suite
- Campaign Reporting
- Media Management
- Influencer Partnerships
- Social Media Marketing & Analytics
- Brand Ambassadorship

Professional Summary

Marketing and content professional with experience driving revenue growth through retail operations, social media campaigns, and brand partnerships. Skilled in customer engagement, relationship building, and delivering high-quality service in fast-paced, customer-facing environments. Hands-on experience creating digital content, analyzing performance reports, and supporting brand storytelling initiatives within the outdoor industry. Adept at collaborating with teams to enhance customer experience, increase brand visibility, and support sales goals. Seeking opportunities in marketing, sales, or customer experience roles where strong communication skills and a customer-first mindset can contribute to business growth and brand success.

Experience

Trout Bum 2 / Fly Shop Manager & Guide

2020 - PRESENT, Park City Utah

- Created bi-weekly sales reports to visualize our \$150k inventory, optimizing stock levels and improving margin performance
- Collaborated with Park City Brewing to host a Fly Fishing Film Tour stop
- Curated a community of 1,000+ clients, strengthening shop loyalty, advocacy, and lifetime value through different forms of engagement around fly fishing
- Assisted in growing the Instagram following by nearly 600%
- Produced weekly digital fishing reports distributed via email and social media, driving customer engagement and repeat bookings

Professional Skier / Content Creator & Athlete

2015 - Present

- Established social media presence on Instagram

- Assisted in social media campaigns for various brands as an "influencer" and athlete
- Current brand ambassador and athlete for Surface Skis, Surefoot, and Joystick
- Ranked in the top 200 of freeskiers globally
- Represented the United States of America in Slopestyle Skiing
- 175k monthly impressions on personal social media account
- Secured financial support through budget proposition from elite ski sponsors

Backcountry.com / Retail Gearhead

April 2018- November 2020, West Valley, UT

- General customer service experience
- Familiarized with many outdoor activities

Education

University of Utah / BS in Economics

January 2025 - Present, Salt Lake City, UT

Salt Lake Community College / AS in Applied Sciences

August 2018 - May 2022, Salt Lake City, UT

Industry Experience

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- USASA Freeski Athlete Representative – Executive Board
 - The Dean's List Executive Board member: 501(c)(3) organization that helps support and fund grassroots winter athletes on their competitive journeys
 - 10+ years competing professionally in slopestyle ski events
 - CPR & First Aid certified

References

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- Liam Downey: Mentor and former coach, (802) 688-8876
 - Teddy Goggin: Mentor and former coach, (614) 354-3807
 - Craig Stockovas: Mentor, General Manager at Trout Bum 2, (505) 249-6715
 - Ross Kingsley: Friend, Sales Rep for Trout Bum 2, (970) 889-0413
 - Nick Geopper: Friend, Fellow Athlete, (513) 490-7021
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Wingfinder Results: <https://www.wingfinder.com/result/share/GgtGhnkmGEbG51tccrKE2?lang=en>