

# CODY COLVIN

## STRATEGIC BRAND MANAGER

### CONTACT

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### SKILLS

Brand Analysis & Briefing

Brand Strategy & Positioning

Branding & Advertising

Social Media Marketing

Data Analytics

SWOT & MOST Analysis

Target Market & Persona Development

SEO Research & Marketing

Market & Competitive Analysis

Qualitative & Quantitative Research

Project Management, Team Building & Leadership

Website Design & Development

CSS & HTML Programming

### TOOLS

Keynote & Microsoft Office Suites

Mintel, MRI-Simmons, IBISWorld, & Statista

Adobe CC & Canva

Buffer & Hootsuite

Google Analytics & Trends

Trello

WordPress

### CERTIFICATIONS / OTHER

Security Clearance (Public Trust) – April 2023

### TALK TO ME ABOUT

The latest sports news and New York sports teams

What good movies and tv shows you have seen

Any good board or video games you've played

### EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

- M.S. BUSINESS & BRANDING | CREATIVE BRAND MANAGEMENT | 2018-2020
- B.S. BUSINESS | BUSINESS ADMINISTRATION AND MANAGEMENT | 2011-2015

### WORK EXPERIENCE

#### BUSINESS ANALYST

EGS | APRIL 2023 – PRESENT

- Worked cross-functionally with teams to research processes best practices and serve as a point of contact between teams
- Conducted systems research and documented extensive and detailed notes, and constructed comprehensive standard of practices briefs

#### BRAND STRATEGIST

TALK 19 MEDIA | AUGUST 2021 – PRESENT

- Conducted industry, competitor, and target audience research, and constructed surveys for clients to provide me with data to developed marketing and social media tactics and create informed and calculated brand strategies
- Analyzed client's Google Analytics data and conducted SEO research to help me develop and tailor strategic website recommendations for them, resulting in 2x the web traffic to the site and the specialized pages
- Distilled research and data to uncover key insights and created customized brand strategies, tactics and campaign KPIs for clients
- Synthesized research, data, client information, and client MOST analysis to develop briefs, brand guidelines, branding and identity, and logos for clients that I delivered to my team and clients
- Served as a project manager and communication liaison ensuring deadlines were met, and was clients point of contact

#### CREATIVE BRAND ASSISTANT

TALK 19 MEDIA | SEPTEMBER 2020 – AUGUST 2021

- Acted as UX/UI designer developing over two dozen websites, employing a mix of WordPress software, HTML, and CSS, in conjunction with SEO best practices resulting in top five search engine placement and a 75% or above increase in website exposure
- Analyzed client's website and Google Analytics to identify consumer pain points, in order to refine the consumer journey experience
- Suggested best social platforms for clients based on budget, consumer behavior research, and industry trends and data, and managed posting schedules for client's social content
- Setup branded YouTube channels for clients, uploaded content, employed keywords to increase visibility within YouTube's algorithm, and educated clients on how to manage and optimize posts

#### MANAGEMENT TRAINEE

ENTERPRISE RENT - A - CAR | JULY 2015 – AUGUST 2018

- Utilized historic sales data to accurately forecast inventory needs within 90% and optimized the supply chain using strategic planning
- Strategically managed logistics resulting in improved efficiency and a continuous 87% or above customer service rating
- Increased brand awareness by building relationships with local businesses to acquire new clients

### PROJECT EXPERIENCE

#### BRAND STRATEGY CONSULTANT

VIRGINIA FILM OFFICE | DECEMBER 2019 – APRIL 2020

- Conducted over a dozen interviews and analyzed primary, secondary, and syndicated research to uncover key insights
- Researched best social media platforms for client and configured, and managed content
- Drafted social posts with key researched phrases for client and helped them schedule and manage posts
- Developed strategic recommendations for a brand refresh and created a series of comprehensive tactics

#### BRAND CONSULTANT

RVA THEATRE ALLIANCE | MARCH 2019 – JANUARY 2020

- Analyzed client's social presence, used consumer data to optimize social campaigns and fill whitespace, and defined KPIs for success
- Created consumer-facing surveys and utilized a large array of data from different research methods to gain insight and find whitespace
- Formulated a brand unification strategy and KPIs for over 13 different local theaters, and developed marketing tactics to drive awareness, resulting in over a 50% increase in the client's target audience in the first 3 months