

Cody Colvin

Brand Strategist

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Summary

Flexible and forward-thinking professional with a strong attention to detail, showcasing over 6 years of driving comprehensive and high-impact brand strategies for industry-leading organizations. Thrives in crafting integrated marketing plans and go-to-market approaches to address key consumer/customer touchpoints. Forges lasting client and team relationships through strong collaborative skills and has a reputation as analytical and an engaging storyteller. Leverages in-depth research, knowledge of industry trends, and agile creative problem-solving to maximize growth and exceed expectations.

Career Highlights

- Increased brand awareness and target audience engagement by 70% after developing digital engagement strategies for clients in a wide array of industries.
- Received a promotion to Brand Strategist as a top performer at Talk 19 Media.
- Chosen to oversee major brand development initiatives. Enhanced clients' brand awareness and engagement by 75% after building out specialized brand strategies.

Education

VCU Brandcenter | 2020

M.S. Business and Branding | Creative Brand Management

Virginia Commonwealth University | 2015

B.S. Business | Business Administration and Management

Capabilities

Skills and Expertise

•Brand Strategy •Advertising and Marketing •Business Development •Qualitative and Quantitative Research •Client Relations •Project Management •Brand Briefs •Pitching and Presenting •SEO •Storytelling •Go-To-Market Plans •Industry Trends •Leadership •Market Research •Consumer Behaviors •Copywriting •Graphic Design •Data Analysis •Campaign Strategy •Brand Marketing •Deck Building •Creative Problem-Solving •Cross-functional Collaboration

Tools

•Google Analytics •Microsoft Word •Microsoft Excel •Microsoft PowerPoint •ChatGPT •Google Gemini •Microsoft Copilot •Keynote •Slack •Trello •Jira •Canva •Simmons MRI •Mintel •Adobe Creative Cloud •Google Search Console •Keywords Everywhere •WordPress •Wix •Squarespace •Semrush •HTML •CSS •Buffer and Hootsuite •Yoast

Certifications

Google

•Fundamentals of Digital Marketing •Google Analytics •Google Analytics Individual Qualification •Google Ads - Measurement •Google My Business •Search Ads 360 •Manage Campaigns in Search Ads 360

HubSpot

•Content Marketing •Digital Advertising •Digital Marketing •SEO •Social Media Marketing

Professional Experience

Brand Strategy Specialist | Freelance

Gainesville, VA | September 2023 - Present

- Supported revenue growth after cultivating and strengthening client brand identities by developing brand logos, defining target personas, establishing brand voices, formulating brand missions, and crafting compelling copywriting for marketing materials and websites.
- Became a valued client resource for strategic guidance on client media strategies, brand development, website design, SEO implementation, and content creation, earning numerous referrals due to complete satisfaction.
- Increased decision-making responsiveness and flexibility after facilitating client meetings and presenting comprehensive decks, receiving praise for storytelling and communication acumen.
- Drove a 70% increase in brand awareness and target audience engagement after spearheading unique digital engagement strategies within extremely competitive markets.
- Realized a 75% increase in organic traffic after building specialized tracking and reporting systems in Google Analytics to readily incorporate actionable data insights and improve SEO strategies within short timeframes.

Business Analyst | ECS

Arlington, VA | April 2023 – May 2025

- Fostered agile processes, enhanced process improvement, and enabled an increase in profitability after initiating systems research and producing robust and reliable standard-of-practice briefs.
- Secured a 100% increase in efficiency and client satisfaction by designing innovative reporting systems for tracking, with many of the systems recognized and used as templates for similar projects.
- Grew project efficiency by 100% after overseeing the design, development, and management of a government website, implementing curated content that eliminated recurring productivity issues.
- Supported 9 projects concurrently by leveraging organization, communication, and collaboration skills, led project meetings with internal/external stakeholders, monitored performance metrics, and tracked challenges, milestones, accomplishments, and risks, increasing agile efficiency between project owner and developers.

Brand Strategist | Talk 19 Media

Warrenton, VA | August 2021 – September 2024

- Promoted due to being a top performer and conducted comprehensive research and developed insights that shaped brand strategies, social media tactics, and campaign KPIs.
- Produced top 5 search engine result placements and a 50% increase in client web traffic after incorporating Google Analytics to identify opportunities: trained clients on website maintenance and data utilization.
- Selected to oversee major brand development initiatives. Enhanced clients' brand awareness and engagement by 75% after building out specialized brand strategies in line with larger marketing plans.
- Attained a 50% reduction in bounce rates after performing qualitative and quantitative research on competitor positioning and consumer preferences to refine online customer journeys.
- Assisted in overseeing the full lifecycle of content creation, from initial concept development and storyboarding to video editing, to produce engaging digital content using the Adobe Suite.

Creative Brand Assistant | Talk 19 Media

Warrenton, VA | September 2020 – August 2021

- Utilized website and social media metrics analysis to pinpoint consumer pain points, informing customized strategic recommendations that resulted in 50% increase of web traffic to the site and specialized pages.
- Produced and presented brand briefs, developed comprehensive brand guidelines, and contributed to logo creation for clients, fostering brand consistency and excellence for over 30 clients.
- Crafted and maintained client's media strategies and digital marketing efforts, including websites and digital ads, using UX/UI skills, copywriting, and strategic brand planning.

Brand Strategy Consultant | Virginia Film Office

Richmond, VA | December 2019 – April 2020 (Contract)

- Carried out comprehensive market research, designed consumer surveys, and organized focus groups to gather key insights that informed strategic recommendations for brand refresh efforts and established KPIs for success.
- Created and managed social media content and content calendars, driving engagement and brand awareness.

Brand Consultant | RVA Theatre Alliance

Richmond, VA | March 2019 – January 2020 (Contract)

- Led market research and applied consumer insights to create audience persona and optimize social campaigns.
- Formulated and spearheaded a brand unification strategy and marketing initiatives, yielding a 50% growth in engagement from the target audience within the first month.

Management Trainee | Enterprise

Manassas, VA | July 2015 – August 2018

- Worked cross-functionally with offices, managing logistics, yielding a 97% customer service rating.
- Analyzed sales data to project inventory needs with an 80% accuracy, increasing supply chain optimization.