

# 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

- Grew brand awareness and target audience engagement by up to 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 • Presenting • SEO • Storytelling • Go-To-Market Plans • Industry Trends • Leadership • Market Research • Consumer Behaviors • Data Analysis

### Tools

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

### Other

- Security Clearance (Public Trust)

## 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, and formulating brand missions.
- Became a valued client resource for strategic guidance on client media strategies, brand development, website design, and SEO implementation, 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 - Present

- 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 organizational and communication skills, led project meetings with internal/external stakeholders, monitored performance metrics, and tracked accomplishments, milestones, challenges, and risks, thereby increasing agile efficiency between project owner and developers.

### Brand Strategist | Talk 19 Media Warrenton, VA | August 2021 - September 2024

- Promoted to Brand Strategist as a top performer and conducted comprehensive research to shape 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.

### 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, through the use of UX/UI skills 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.
- Developed and managed social media 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 Rent-A-Car 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.