

# CODY COLVIN

## STRATEGIC BRAND MANAGER

### CONTACT

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### SKILLS

Brand Analysis & Briefing

Brand Strategy & Positioning

Branding & Advertising

Social Media Marketing

Data Analytics

Qualitative & Quantitative Research

Target Market Development

SEO Research & Marketing

Market & Competitive Analysis

Persona Development

Project Management

Team Building & Leadership

Website Design & Development

CSS & HTML Programming

### TOOLS

Keynote & Microsoft Office

Mintel & Simmons

Adobe CC

Buffer & Hootsuite

Google Analytics & Trends

Canva

WordPress

### 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

#### BRAND STRATEGIST

TALK 19 MEDIA | AUGUST 2021 – PRESENT

- Conducted research into industry specific topics and developed marketing and social media tactics
- Configured SEO best practices for client websites resulting in increased website traffic and a top five Google and Bing search result placement
- Acted as UX/UI designer developing websites for clients utilizing HTML, CSS and WordPress to grow their brand presence
- Constructed and delivered brand briefs, developed brand guidelines for clients, and helped with creating client logos
- Acted as PA and editor, preparing locations and clients for shoots, and use Adobe to edit advertising videos

#### CREATIVE BRAND ASSISTANT

TALK 19 MEDIA | SEPTEMBER 2020 – AUGUST 2021

- Analyzed clients Google Analytics and created reports detailing key insights to increase client's marketing efforts
- 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 YouTube
- Researched and educated my team on industry tools like Facebook Pixel and Google Tag Manager and identified opportunities for implementation
- Suggested best social platforms for clients based on budget, consumer behavior research, and industry trends and data

#### MANAGEMENT TRAINEE

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

- Optimized inventory management and the supply chain through accurate sales forecasting and strategic planning
- Drove continuous improvement through tracking of business metrics relating to operations and consumer satisfaction
- 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

- Analyzed primary and secondary research and conducted fourteen interviews to gain insight
- 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 client's social campaigns and fill whitespace, and defined KPI's for success
- Distilled data from a mix of research, surveys, and interviews into key findings and insights
- Created a brand unification strategy and developed marketing tactics to drive awareness