

Cody Colvin

Brand Strategist

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Professional Summary

With a robust background spanning branding, marketing, and project management, coupled with a Master's in Business and Branding, I bring a solutions-oriented mindset, a diverse skill set, and a passion for crafting compelling brand narratives. With more than 6 years of experience in the advertising industry, I've demonstrated proficiency in business strategy, brand analysis, consumer research, strategic thinking, strategy development, and website design, fostering first-page SERP placements. Some of my notable achievements include growing brand awareness by over 70%, increasing efficiency by more than 4x, and reducing website bounce rates by 50%.

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

• Branding and Identity • Brand Strategy and Positioning • Strategic Planning • Advertising • Strategic Brand Positioning • Brand Analysis and Briefing • Brand Development • Digital Marketing • Creative Strategy • Market and Competitive Analysis • Problem Solving • Consumer Behavior • Target Market Development • Data Analytics • Social Media Marketing • Project Management • Team Building and Leadership • Client Relationship Management • SEO • UX/UI Design • Web Design and Development • CSS and HTML

Tools

• Google Analytics • Microsoft Office Suites • Slack • Trello and Jira • Simmons MRI • Mintel • Canva • Zoom • Adobe CC • Google Search Console • Keywords Everywhere • Keynote • WordPress • Squarespace • Wix • Monday.com • 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)

Experience

Brand Strategy Specialist | Freelance Gainesville, VA | September 2023 - Present

- Cultivated client brand identities by developing brand logos, defining target personas, establishing brand voices, and formulating brand missions and guidelines.
- Provided clients strategic guidance on client media strategies, brand development, website design, and SEO implementation, ensuring cohesive and effective brand representation across all platforms.
- Facilitated client meetings and presented comprehensive decks that addressed significant consumer insight findings, strategies for improving brand architecture, and methods to deliver results.
- Conceptualized and executed digital engagement strategies for clients, resulting in 70% increased brand awareness and target audience engagement.
- Configured comprehensive tracking and reporting systems in Google Analytics for client websites, leveraging actionable data insights that refined SEO strategies, resulting in a 75% increase in organic traffic.

Business Analyst | ECS Arlington, VA | April 2023 - Present

- Carried out extensive systems research and produced comprehensive standard-of-practice briefs that fostered agile processes and enhanced process improvement.
- Designed numerous reporting systems for tracking different client requirements for the contract, resulting in a 100% increase in efficiency and client satisfaction.
- Facilitated cross-functional collaboration to ensure seamless project execution and resource allocation.
- Led the design, development, and management of a government website, implementing curated content that significantly optimized organizational management, resulting in 4x more project efficiency.

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

- Conducted comprehensive primary and secondary research into industry, competitor, and audience landscapes to shape brand strategies, social media tactics, and campaign KPIs, optimizing marketing efforts.
- Utilized Google Analytics to identify opportunities for client growth and reach and implement SEO plans that yielded top 5 search engine result placements and a 50% increase in client web traffic.
- Led brand development initiatives by delivering robust branding guidelines, logos, and identity packages to clients, ensuring consistent and impactful brand representation.
- Researched competitor positioning and consumer preferences and analyzed user behavior data to refine online customer journeys, achieving a 50% reduction in bounce rates.

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 2x 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.
- Developed comprehensive brand strategies for clients based on market trends and customer data to create an effective marketing plan, enhancing clients' brand awareness and engagement by 75%.
- 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)

- Conducted in-depth market research into the industry and client's competitors to help guide strategic recommendations for brand refresh initiatives.
- Developed and managed social media content calendars, driving engagement and brand awareness.
- Crafted consumer surveys and ran focus groups to gather key insights to aid in strategic decision-making.

Brand Consultant | RVA Theatre Alliance Richmond, VA | March 2019 - January 2020 (Contract)

- Utilized consumer data to optimize social campaigns and define KPIs for success.
- Formulated and spearheaded a brand unification strategy and marketing initiatives, yielding a 50% growth in engagement from the target audience within the first month.
- Led market research and analyzed consumer insights to create a target audience persona and a set of tactics.

Management Trainee | Enterprise Manassas, VA | July 2015 - August 2018

- Implemented brand awareness initiatives, fostering relationships with local businesses to acquire new clients.
- Worked cross-functionally with offices, managing logistics, yielding a 97% customer service rating.
- Analyzed sales data to project inventory needs with an 80% accuracy, optimizing supply chain efficiency.