

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 & 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 brand analysis, consumer research, strategic thinking, strategy development, and website design, fostering first-page SERP placements and driving substantial web traffic increases for clients.

Education

VCU Brandcenter | 2020

M.S. Business & Branding | Creative Brand Management

Virginia Commonwealth University | 2015

B.S. Business | Business Administration & Management

Capabilities

Skills

• Branding & Advertising • Brand Analysis & Briefing
• Brand Strategy & Positioning • Strategic Planning
• Digital Marketing • Market & Competitive Analysis
• Competitive Reviews • Website Design & Development
• UX/UI Design • SEO Research & Marketing • Data Analytics • Social Media Marketing
• Client Relationship Management • Target Market & Persona Development
• Project Management • Agile Methodologies • Team Building & Leadership
• SWOT & MOST Analysis • CSS & HTML Programming

Tools

• Google Analytics • Google Search Console • Canva
• WordPress • Squarespace • Wix • Keynote
• Microsoft Office Suites • Monday.com • Simmons MRI
• SEMrush • Adobe CC • Buffer & Hootsuite
• Trello & Jira • Mintel • Keywords Everywhere
• Yoast • Slack • Zoom

Certifications

Google

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

HubSpot

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

Other

• Security Clearance (Public Trust)

Experience

Brand Marketing Specialist | Freelance

Gainesville, VA | Sep 2023 - Present

- Cultivated client brand identities by developing brand logos, defining target personas, establishing brand voices, and formulating brand missions and guidelines.
- 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 in one month.
- Harnessed UX/UI expertise to craft and enhance websites for clients, promoting seamless user experiences and attaining a position within the top 5 search engine rankings through strategic SEO implementation.
- Provided clients with strategic guidance on 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.

Business Analyst | ECS

Arlington, VA | Apr 2023 - Present

- Led the design, development, and management of a government website, implementing curated content strategies that resulted in optimized organizational management and 4x more project efficiency.
- Carried out extensive systems research and produced comprehensive standard of practices briefs that fostered agile processes and enhanced project efficiency.
- Supervised the entire employee onboarding initiative, leading to a 100% training completion rate and doubling the overall process efficiency.
- Constructed an inventory tracking process and system to manage and keep track of key inventory through the supply chain, resulting in 100% more efficient record keeping and accountability.
- Developed and maintained a website centralizing key contract information and curated content, significantly improving project organization and information accessibility.

Brand Strategist | Talk 19 Media

Warrenton, VA | Aug 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.
- Led brand development initiatives by delivering robust branding guidelines, logos, and identity packages to clients, ensuring consistent and impactful brand representation.
- Managed project timelines and deliverables as the primary client liaison for multiple concurrent projects, guaranteeing goal achievement and adherence to strict deadlines, resulting in 100% client satisfaction.
- Implemented SEO best practices for client websites, driving increased website traffic and securing top 5 placements on Google and Bing search results.
- Designed and developed websites for clients as a UX/UI designer, leveraging HTML, CSS, and WordPress to enhance their brand presence and online visibility.

Creative Brand Assistant | Talk 19 Media

Warrenton, VA | Sep 2020 - Aug 2021

- Designed and optimized over two dozen websites, achieving top search engine rankings and significant increases in over 70% web exposure.
- 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.

Brand Strategy Consultant | Virginia Film Office

Richmond, VA | Dec 2019 - Apr 2020 (Contract)

- Performed in-depth research to guide strategic recommendations for brand refresh initiatives.
- Developed and managed social media content calendars, driving engagement and brand awareness.
- Facilitated cross-functional collaboration to ensure seamless project execution and resource allocation.

Brand Consultant | RVA Theatre Alliance

Richmond, VA | Mar 2019 - Jan 2020 (Contract)

- Utilized consumer data to optimize social campaigns and define KPIs for success.
- Formulated a brand unification strategy and marketing initiatives, yielding a 50% growth in engagement from the target audience within the first month.
- Crafted consumer surveys and conducted focus groups to gather key insights to aid in strategic decision-making.

Management Trainee | Enterprise

Manassas, VA | Jul 2015 - Aug 2018

- Analyzed sales data to project inventory needs with an 80% accuracy, optimizing the overall supply chain efficiency.
- Oversaw logistical operations, yielding improved efficiency and upholding superior 95% customer service ratings.
- Implemented brand awareness initiatives, fostering relationships with local businesses to acquire new clients.