

Owen Braley



Contact Info

Address:

797 W 29th Ave
Denver, CO 80202

Phone:

+1 719.209.3951

Email:

o.braley@gmail.com

Skills

Microsoft Office
Creative Problem Solving
Creative Cloud
Google Docs
SalesForce.com
Results Analysis
Entrepreneurial Mindset
Relationship Management
Omni-Channel Marketing
Website Dev./Management
Project Management
Multi-tasking
Canva
Project Management

Certifications

DMA Certification
Google Analytics Certification
Google Ads Certification

Interests

Snowboarding
International Travel
Entrepreneurship
Street Art
Brewery Hopping

Education

Colorado State University – Fort Collins, CO

Bachelor of Science in Business Administration, Graduated May 2017
Dual Concentration in Marketing and Management

- Certificate in Entrepreneurship
- Certificate in Leadership

Marketing & Management Experience

Epsilon

September 2017 - Present

Associate Account Manager, Retail/Travel Data Solutions

Denver, CO

- Help manage accounts and client relationships for nearly 60 accounts
- Utilize creativity and innovative thought processes in order take insights within clients' business and find solutions that can be actionized
- Collaborate with various teams including agency, data acquisition, data strategy, and business development in order to achieve client objectives and connect brands with their consumers in the most effective ways
- Manage projects from beginning to end with the ability to meet changing deadlines and quick turnaround times
- Evaluate campaign performance based on success metrics, track data validity over time, and pivot large sets of data to find key insights
- Research and create client briefs used to strategize and build recommendations for clients in order to take their business to the next level
- Presented recommendations meant to inspire conversation and new ideas around clients' businesses and their industry climate
- Appointed to Omni-channel team with the goal to provide information and guidance to coworkers about Omni-channel/digital marketing
- Improved the client experience by building data guides, creating client meeting/presentation materials, and providing results analysis

Real Estate Marketing Assistant

May 2017 – July 2017

Marketing Assistant

Denver, CO

- Design and manage client's social media and email marketing improving their reach and user engagement
- Built client's brand by developing an omni-channel marketing strategy
- Write engaging copy, photograph client events, and design marketing materials for digital and print media

Colorado State University Athletics

June 2015 - December 2015

Division I (NCAA) Marketing Intern

Fort Collins, CO

- Organized and planned promotional campaigns for volleyball, soccer, basketball, and football through infographics, videos, and social media engagement
- Helped improve the fan experience by conducting surveys and ethnographic research among the Colorado State fan base
- Developed, presented, and executed the CSU Men's Basketball Marketing Plan for the 2015/2016 season after gaining approval from Marketing Director

Involvement

Movement Climbing + Fitness – Front Desk Staff

October 2018 – Present

Delta Sigma Pi, Professional Business Fraternity

January 2015 - Present

Student Technology Advisory Council (STAC)

April 2016 – May 2017