

Cole Brannon

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EDUCATION

The University of Texas at Dallas

M.S., Marketing - Digital Advertising and Marketing

May 2023

B.S., Marketing - General

May 2022

MARKETING EXPERIENCE

CloudMellow Marketing Agency - Plano, Texas

January 2024 – May 2024

SEO Content Specialist - Contract

- Implemented **target keywords, meta tags, images (alt tags + file names), internal/external links**, and content for 30+ web pages monthly
- Directed a team of 7 to create LinkedIn **social media content marketing** for a major technologies company with a 400% increase in followers
- Expanded and **wrote content for 100+ web pages and blogs** for clients
- Constructed 15+ healthcare websites using **WordPress**

Freelance Digital Marketer - Dallas, Texas

May 2023 – December 2023

- Built 3 websites using Shopify & WordPress and made custom sections using **HTML and CSS**
- Implemented Google Analytics, customer tracking software, and custom event tracking to client websites
- Optimized websites for SEO and managed blogs by creating content for weekly posts
- Executed **email marketing** lead generation with pop-up forms and embedded forms into client websites
- Created and managed multiple **Google Ads** search campaigns

University of Texas at Dallas, UREC - Richardson, Texas

Aug 2022 – May 2023

Social Media Coordinator

- Collaborated in a team of 5-8 to create a **social media strategy** to increase followers and engagement
- Generated 2-3 posts weekly for the university recreation's Instagram and Facebook pages
- Increased engagement of Instagram and Facebook posts by more than **80%**

Funky Picnic Brewery & Cafe - Fort Worth, Texas

Aug 2021 – Feb 2022

SEO and Email Marketing Intern

- Increased Google rankings for "Fort Worth Brewery" and "Brewery in Fort Worth" to the **4th and 6th** positions
- Built email marketing campaign using **Mailchimp** for 1x week emails to 300+ mailing list for weekly events
- Optimized website meta tags, headers (H1 + H2), image alt-tags, load speed, bounce rate, and copywriting
- Managed blog by editing and writing posts optimized for SEO with an internal linking strategy
- Secured **50+ backlinks** by using local directories, correcting broken external links, and cold-emailing websites

SKILLS

- SEO optimization: Keyword research, image optimization, meta tags, headers, internal linking, and backlinks
- PPC: Built and managed multiple Google Ads search campaigns
- Website analytics: Implementing Google Analytics, button/form tracking, heat maps, and marketing funnels
- Copywriting: Experienced in writing blog posts, website pages, and emails
- SEO tools: SEMrush, Screaming Frog, Google Keyword Planner, GSC, GA4, Yoast, and AnswerThePublic

ADDITIONAL INFORMATION

Eligibility: US Citizen, Eligible to work in the US for internships and full-time with no restrictions