

Cole Brannon

colembrannon@gmail.com | Dallas, TX | colebrannon.com

MARKETING EXPERIENCE

Frontier Internet

Aug 2024 – Present

SEO Strategist

Dallas, TX

- Frontier Internet, a Fortune 500 company, provides internet to 3.1 million customers with \$5.94B in revenue.
- As SEO strategist, I optimized technical SEO, implemented AI & SGE optimization, and enhanced website content achieving **550,000+ visitors monthly** and increasing clicks by **10% YoY**.
 - Led technical SEO, fixing 1000+ issues & site speed, driving a 24% visitor increase in Q3/Q4 2024.
 - Managed local pages generating \$1.5M in revenue and 1,500+ fiber orders annually.
 - Achieved a 150% increase in visits from ChatGPT MoM and content/links in Google AI Overview.
 - Built a KPI tracking dashboard for keyword & page performance, increasing productivity by 35%.

CloudMellow Marketing Agency

Jan 2024 – May 2024

SEO Content Specialist

Plano, TX

- CloudMellow, a top marketing agency in the Inc. 5000, provides SEO, PPC, and web development to clients.
- Built 100+ SEO-optimized webpages, driving an additional 100,000+ visitors for clients annually.
 - Implemented keyword targeting, meta tags, images, internal/external links, and content.
 - Developed 15+ WordPress sites, improving digital presence and lead generation for clients.

Independent Contractor

May 2023 – Dec 2023

SEO & Website Developer

Dallas, TX

- Optimized local SEO for clients, updating Google My Business & websites, increasing local traffic by 120%.
- Built and optimized 5+ WordPress websites, generating over 9,000+ monthly visits for clients.
- Implemented Google Analytics, customer tracking software, and custom event tracking to client websites.

Funky Picnic Brewery & Cafe

Aug 2021 – Feb 2022

SEO and Email Marketing Intern

Fort Worth, TX

- Increased Google rankings for “Fort Worth Brewery” and “Brewery in Fort Worth” to the 4th and 6th positions.
- Optimized website meta tags, headers (H1 + H2), image alt-tags, load speed, bounce rate, and copywriting.
- Secured 50+ backlinks by using local directories, correcting broken external links, and cold-emailing websites.

EDUCATION

The University of Texas at Dallas

Dallas, TX

Master of Science, Marketing

May 2023

- MS Marketing Ambassador, Powerlifting Club, Olympic Lifting Club

Bachelor of Science, Marketing

May 2022

- Dean's List, Phi Gamma Delta (FIJI), Personal Trainer

SKILLS & INTERESTS

- **Professional Skills:** Technical SEO, Content Strategy, AI & SGE Optimization, Data Analysis, Website Dev
- **Technical Skills:** HTML & CSS, Google & Adobe Analytics, Schema Markup, Google My Business, SQL, Python
- **Software & Tools:** Google Search Console, SEMrush & Ahrefs, Schema App, Screaming Frog
- **Interests:** Learning Python, Traveling, Prediction Markets Betting, History, Japanese Culture