

BRONTÉ COCHRAN

303-717-4484 | brontecochran1@gmail.com

www.brontecochran.com | www.linkedin.com/in/brontecochran/

Versatile Digital Marketing Professional specializing in well-coordinated and data-driven methodologies focused on prospecting solid leads, developing strategies, and increasing ROI. Provides end-to-end marketing funnel services, harnessing technical expertise, a keen eye for detail, and a deep understanding of current industry trends to deliver top-tier results consistently.

- Digital Marketing
- Salesforce CRM – Pardot
- Adobe Creative Suite
- Morningstar Direct
- Search Engine Optimization
- Project Management
- Microsoft Office Suite
- Google Analytics
- WordPress
- Marketing Automation
- Product Strategy
- Competitive Analysis
- Market Research
- Event Planning
- Proficient in Spanish

EXPERIENCE

Marketing & Membership Manager

Association for Corporate Growth (ACG) Denver

05/2024 – Current

- Develops and executes go-to-market strategies to drive member acquisition, engagement, and retention for a 500+ member nonprofit networking organization, increasing membership by 7%
- Oversees marketing and communications for high-profile events, including The Dealmakers' Forum and the Rocky Mountain Corporate Growth Conference
- Leads branding, content creation, social media, and email campaigns tailored to the middle-market M&A community, including investment bankers and private equity professionals
- Manages cross-functional collaboration with volunteer committees and external vendors to ensure cohesive marketing and event promotion

Digital Marketing Associate

Shelton Capital Management

06/2023 – 05/2024

- Spearheaded the integration of critical data sources into Salesforce CRM, ensuring data integrity, email automation, and precise target segmentation
- Orchestrated the development, management, and design of various communications, including emails, landing pages, presentations, newsletters, event materials, brochures, and other marketing collateral
- Initiated the ideation, strategic planning, and flawless execution of a diverse portfolio of events, including the annual Corporate Summit, NYC Climate Week Initiative, Wells Fargo Shelton Las Vegas Comedy Show Event, and San Diego Culinary Cocktail Hour

Digital Marketing Specialist

Apella Wealth (*Denver Division Closed 3/2023*)

08/2021 – 03/2023

- Collaborated closely with 13 company branches to tailor marketing strategies to individualized needs while aligning with national marketing objectives, resulting in Apella being ranked among the Top 50 Quickest Growing RIAs in the country
- Crafted creative designs for print and digital marketing campaigns, boosting brand awareness by 10%
- Organized and executed monthly webinars and events, including Retirement, a premier retirement event

Marketing and Graphic Design Manager - Contract

Paramount Press

02/2021 to 08/2021

- Leveraged Adobe Creative Suite to create page layouts for commercial printing and designed engaging advertisements for Instagram, Facebook, and Google Ads, driving a 5% increase in sales revenue
- Developed a B2B website using Wix and implemented SEO strategies to enhance brand visibility

Community Manager

CareForAllChildren (*Sector Dissolved 1/2021*)

11/2019 to 01/2021

- Championed social media communication in non-profit campaigns, leading to a successful partnership with the Save The Children Campaign
- Designed and prepared presentation materials for speaking engagements at both the RNC and DNC, advocating for policy changes promoting accessible and affordable early childhood care and education

EDUCATION

- Bachelor of Arts: Political Science - University of Denver
- Dual Minors in Marketing and Spanish
- Colorado Real Estate License
- Delta Gamma Sorority- Head of Alumni Relations