



Tony Bowler

Data & Marketing Professional

I am an independent advertising and digital marketing specialist working in Houston, Texas. I've spent ten-plus years honing my expertise in data analytics and business intelligence, the core of marketing in the digital era. I am passionate about using new and emerging technologies to create innovative solutions to the complex problems faced by today's business owners. I am excited about planning, building, and implementing impactful and unique experiences that upset paradigms, engage new markets, and challenge the status quo.

Contact

Phone

(713) 502-3091

Email

tbowler6@gmail.com

Portfolio & Website

tonybowlerinc.com

Education

2022 - Graduating 2023

B.S. Digital Media Innovation

Texas State University

2004 - 2009

B.A. Mass Comm - Advertising

Texas State University

Skills

- Data Analytics
- Microsoft PowerBI
- SQL
- HTML & CSS
- Adobe Creative Suite
- Canva
- Figma
- Creative Writing
- Google Analytics
- Digital Marketing
- Social Media Management
- Blogging

Professional Experience

2016 - 2022

Crown Castle International | Houston, TX

Research Data Analyst

- Conducted ad-hoc research and data analytics on wireless cell tower network infrastructure, signal propagation potential, land asset value, and lease analysis.
- Developed and carried out the Carrier Spend Project. An initiative that used financial data to identify areas of signal expansion and provided sales and land acquisition teams with new development opportunities.
- Performed market research and analysis in 100+ city markets for signal propagation.

2014 - 2016

Kinder Morgan | Houston, TX

Materials Verification Specialist - Contract

- Researched historical construction materials for interstate natural gas pipelines to ensure all material records were tested and logged following MAOP standards.
- Managed and updated PODS records databases with all edits from forensic data analysis.

2013 - 2014

Enterprise Products | Houston, TX

Asset Data Management Specialist - Contract

- Led research projects of the Asset Integrity department and oversaw the incorporation of relevant data.
- Assisted in data processing for asset acquisitions and divestitures, including all relevant leases, forms, and documents.
- Created process documents for company procedures in keeping with industry regulations.

Freelance Experience

2022 - Present

The Duke Inc. Marketing | Houston, TX

Digital Marketing Specialist

- Website building, SEO, UX
- Content writing and web publishing
- Social media marketing for small businesses and influencers.

2013 - 2016

The Duke of Movietown | Houston, TX

Content Manager

- Content creator for The Duke of Movietown blog and podcast. 200+ original pieces.
- Event coordinator for Duke of Movietown events such as film screenings, trivia contests, comedy showcase, car shows, and other special live events.
- Managed social media presence, web design, graphics, and digital marketing.