



Tony Bowler

Marketing Manager

I'm an innovative Marketing Manager with a background in analytics. I'm adept at driving business growth through successful product launches, digital marketing expertise, and strong customer engagement. With excellent project management skills, I thrive in fast-paced environments, executing disruptive marketing strategies that yield measurable results.

Contact

Phone

(713) 502-3091

Email

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Portfolio & Website

tonybowlerinc.com

Education

2022 - Graduating 2024

B.S. Digital Media Innovation

Texas State University

B.A. Mass Comm - Advertising

Texas State University

Skills

- Data Analytics
- Team Management
- Power BI
- HTML & CSS
- Adobe Creative Suite
- Canva
- SEM Rush
- Web Management
- Google Analytics
- Digital Marketing
- Social Media Management
- Hubspot
- Content Writing & Blogging

Professional Experience

2022 - 2024

Core Group Resources | Katy, TX

Marketing Manager

- Manage marketing needs across seven lines of business within Core Group Resources, encompassing both B2B and B2C businesses, each with distinct target markets and specialized services ranging from offshore maritime licensing to litigation support.
- Direct marketing strategies to address the unique needs and objectives of each business division, ensuring alignment with overall brand messaging and business objectives.
- Utilize HubSpot for automation, email marketing, and content scheduling to streamline marketing efforts and drive measurable results across diverse industries and services.
- Lead a dynamic marketing team, empowering them to execute high-impact campaigns and deliver strategic insights to senior leadership.

Marketing Content Specialist

- Champion a laser-focused approach to SEO, delivering a surge in performance metrics and flawlessly coordinating complex marketing campaigns.
- Managed cross-functionally to maintain brand consistency and ensured alignment with business objectives.
- Organized the creation of diverse marketing materials, including blogs, articles, social media posts, and email newsletters.

2016 - 2022

Crown Castle International | Houston, TX

Research Data Analyst

- Pioneered dynamic process improvements, including the Frankenstein Project, which revived old sales leads and contributed to an 11% surge in sales conversions tracking and nurturing sales opportunities.
- Initiated the groundbreaking Carrier Spend Project, utilizing financial data to identify lucrative customer expansion territories and develop novel avenues for sales and land acquisition teams.
- Conducted meticulous market research across 100+ city markets, uncovering untapped development prospects and enhancing sales strategies.

Freelance Experience

2022 - Present

The Duke Inc. Marketing | Houston, TX

Digital Marketing Specialist

- Organized comprehensive branding initiatives and strategic marketing campaigns, specializing in brand growth for small businesses and influencers on social media platforms.
- Leveraged expertise in web development with WordPress to create highly functional and visually stunning websites that effectively communicate brand identity and drive user engagement.
- Showcased exceptional graphic design skills using tools such as Canva and Adobe products to create visually compelling marketing materials and reinforce brand consistency across various channels.

2013 - 2016

The Duke of Movietown | Houston, TX

Content Manager

- Pioneered compelling content for The Duke of Movietown blog and podcast, creating over 200 original pieces of content.
- Exemplified superb event coordination skills by orchestrating film screenings, contests, comedy showcases, car shows, and other signature live events.
- Managed social media presence, web design, graphic design, and digital marketing
- Adept in using audio and video recording equipment and editing software including Audacity and Adobe.