



# Tony Bowler

## Marketing Professional

Marketing professional with 11 years of expertise across all facets of marketing, research, data analysis, and content creation. Proven track record in driving business growth through innovative launches, brand development, and strategic digital marketing. Expert in project management, thriving in fast-paced environments to deliver strong customer engagement and measurable results across diverse industries.

## Marketing & Sales Experience

2022 - 2024

Core Group Resources | Katy, TX

### Marketing Manager

- Led marketing for seven business lines, aligning strategies with brand goals and diverse markets.
- Enhanced campaign efficiency via Hubspot integration, achieving measurable improvements.
- Directed a dynamic marketing team to execute impactful campaigns and provide strategic insights

### Marketing Content Specialist

- Enhanced SEO metrics with targeted strategies, driving an organic growth of 60%.
- Coordinated marketing campaigns, achieving significant engagement and alignment with business goals.
- Created diverse marketing content across multiple channels, including blogs, articles, social media posts, podcasts, and newsletters.

2016 - 2022

Crown Castle International | Houston, TX

### Sales Market Data Research 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.
- Invented the groundbreaking Carrier Spend Project, utilizing financial data to identify lucrative customer expansion territories and develop novel opportunities for sales and land acquisition teams.
- Utilized Excel, Power BI, Powerpoint, and SQL to deliver data-driven insights, significantly enhancing the efficiency and effectiveness of the sales division.

## Data Analysis Experience

2014 - 2016

Kinder Morgan | Houston, TX

### PODS Data Specialist

2013 - 2014

Enterprise Products | Houston, TX

### Asset Data Management Specialist

2011 - 2013

Williams Gas Pipeline | Houston, TX

### GIS Data Specialist

## Freelance Experience

2022 - Present

The Duke Inc. Marketing | Houston, TX

### Digital Marketing Specialist

- Develops brands for entrepreneurs through strategic marketing initiatives, enhancing visibility and growth.
- Designs and implements high-impact WordPress websites to boost user engagement and brand identity.
- Creates visually compelling marketing materials for diverse media channels.

2013 - 2016

The Duke of Movietown | Houston, TX

### Content Manager

- Produced 200+ original blog and podcast content pieces, enhancing audience engagement and retention.
- Managed social media platforms, web design, and digital marketing initiatives to increase user interaction.
- Coordinated events like film screenings, contests, comedy showcase, and car show, increasing community participation and brand visibility.

## Contact

### Phone

(713) 502-3091

### Email

tbowler6@gmail.com

### 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

- Brand Management
- Marketing Strategy
- Email Marketing
- Project Management
- Data Analysis
- Google Analytics
- HubSpot
- UX
- WordPress
- Adobe Creative Suite
- Content Creation
- Video Editing
- AI
- Copy Writing
- Public Speaking
- Leadership
- HTML & CSS
- Power BI