



Tony Bowler

Marketing Professional

Forward-thinking marketing professional with over 10 years of experience in data analysis, market strategy, and content creation across digital media. I blend a solid grasp of analytics with a passion for storytelling to create impactful and engaging campaigns. Skilled in managing cross-functional teams and driving brand growth through innovative strategies, I deliver results that resonate and make a difference.

Marketing & Sales Experience

2022 - 2024

Core Group Resources | Katy, TX

Marketing Manager

- Spearheaded marketing strategies across seven diverse business lines, including B2B and B2C sectors, leading to a significant increase in brand awareness and revenue growth.
- Developed and implemented quarterly marketing plans and KPIs, aligning all efforts with business goals
- Directed a dynamic marketing team to execute impactful campaigns and provide strategic insights

Marketing Content Specialist

- Enhanced SEO performance, resulting in a 60% increase in website traffic and lead generation.
- Coordinated efforts with cross-functional teams to ensure consistent brand messaging and alignment with business goals.
- Produced a diverse array of marketing materials, including blogs, podcast, newsletters, social media content, and email campaigns, significantly improving public relations and brand reputation.

2016 - 2022

Crown Castle International | Houston, TX

Sales Market Data Research Analyst

- Led process improvement projects, including the Frankenstein Project, which resulted in an 11% increase in sales conversions from dead leads.
- Forecasted market trends using financial data to identify profitable customer expansion areas, supporting sales and land acquisition strategies.
- Conducted extensive market research across 100+ cities, uncovering new development prospects and refining market strategies..

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

- Designed and executed branding initiatives and strategic marketing campaigns for entrepreneurs and small businesses, leading to increased brand growth and engagement across multiple channels.
- Designs and implements high-impact websites to boost user engagement and brand identity.

2013 - 2016

The Duke of Movietown | Houston, TX

Content Manager

- Developed over 200 pieces of original content for blogs and podcasts, driving audience engagement and brand growth.
- Managed digital marketing initiatives, including social media, web design, and event coordination for various live events like film screenings, contests, comedy showcase, and car show, increasing community participation and brand visibility.

Contact

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Portfolio & Website

tonybowlerinc.com

linkedin.com/in/tony-bowler

Education

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
- SEO
- Copy Writing
- Web Development
- Leadership
- HTML & CSS
- Power BI