



Contact

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Portfolio & Website

tonybowlerinc.com

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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
- Excel
- WordPress
- Adobe Creative Suite
- Content Creation
- Video Editing
- SEO
- Copy Writing
- Web Development
- Leadership
- HTML & CSS
- Power BI

Tony Bowler

Marketing Professional

Marketing alchemist with a unique career journey blending data analytics and brand storytelling. Armed with a passion for developing impactful, insight-driven strategies that balance creativity with sharp analytical thinking. Proven expertise in B2B and B2C omni-channel marketing campaigns, digital strategy, SEO, and paid advertising. I'm adept at managing cross-functional teams, and leading projects from ideation through execution.

Marketing & Freelance Experience

2013 - Present

The Duke Inc. Marketing | Houston, TX

Digital Marketing Specialist - Freelance

- Partner with small businesses and influencers to deliver comprehensive marketing strategies, including social media planning, content creation, and SEO optimization, driving measurable growth in brand visibility.
- Develop highly visible websites and landing pages using WordPress, Figma, Adobe Creative Suite, HTML/CSS, and more, enhancing user experience and increasing sales.
- Leverage Google Analytics and HubSpot tools to track campaign performance, refine strategies, and optimize ROI.
- Created and led branded events such as movie nights, car shows, and comedy showcases, to boost local brand awareness and community visibility.

2022 - 2024

Core Group Resources | Katy, TX

Marketing Manager

- Oversaw team of creatives and marketers while managing HubSpot workflows, budget allocations, and content calendars across email, paid ads, SEO, and social channels.
- Directed multi-channel marketing campaigns across seven business units, aligning digital strategy with C-suite objectives and delivering a 60% increase in online engagement.
- Revamped the company's online presence by improving website UX and implementing SEO practices, driving organic traffic and improving lead conversion rates.
- Facilitated EOS-based standups and ClickUp-managed task boards, and performance dashboards to optimize and improve campaign efficiency.

Marketing Content Specialist

- Conceptualized and produced a wide range of high quality print and digital marketing materials, including brochures, flyers, sales swag, blogs, email newsletters, podcasts, and video content, aligning all assets with the company's brand voice and goals.
- Developed keyword-optimized website content, resulting in a 35% increase in organic search visibility and higher customer retention rates.
- Worked with sales and operations teams to align marketing efforts with business development strategies, improving ROI across campaigns.

2016 - 2022

Crown Castle International | Houston, TX

Market Data Research Analyst

- Led data-driven sales enablement projects like Project Frankenstein (revived cold leads) and Carrier Spend (territory analysis via GIS + financial metrics), driving 11% and 15% improvements respectively.
- Conducted market segmentation and predictive analysis on wireless signal coverage and infrastructure gaps to inform sales strategy.
- Built Power BI dashboards for internal stakeholders to track trends and uncover new market opportunities.

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