

BRONTÉ COCHRAN

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Strategic and data-savvy Marketing Leader with a proven ability to amplify brand visibility (+20%), increase conversion rates (+15%), and drive double-digit growth across digital, email, and live event channels. Adept at crafting integrated, cross-platform campaigns powered by analytics, compelling storytelling, and community-first thinking. Highly proficient with Salesforce, HubSpot, and Adobe Creative Suite to execute performance-driven marketing initiatives. Passionate about building authentic brand experiences that foster retention, engagement, and long-term loyalty.

Technical Tools	Marketing Skills	Soft Skills
Adobe Creative Suite	Lifecycle Marketing	Event Planning
Microsoft Office Suite	Brand Storytelling	Cross-Functional Collaboration
SEO/SEM + Analytics (<i>Google Analytics, Search Console</i>)	Content Creation (<i>Copy, Visuals, Campaign Concepts</i>)	Campaign Performance Metrics
Marketing Automation	Funnel Optimization	Project Management
AI Prompting (<i>Midjourney, ChatGPT, Nano</i>)	Product Marketing & GTM Strategy	Spanish (<i>Conversational</i>)

PROFESSIONAL EXPERIENCE

Marketing & Membership Manager (Growth Marketing, Events, Community)

Association for Corporate Growth (ACG) Denver

May 2024 - December 2025

- Spearheaded 20+ targeted lifecycle email and event campaigns for a 400+ B2B membership, increasing engagement by 23% YoY and boosting renewal retention by 12%
- Drove 16% membership growth through data-driven campaign strategies and timed promotional pushes aligned with key business cycles
- Produced 50+ branded assets and event communications, elevating event registrations by 6% and enhancing sponsor satisfaction
- Developed and launched a refreshed email strategy, increasing online traffic by 11% through improved branding, storytelling, and social content alignment
- Orchestrated collaboration across 10+ stakeholders (internal committees and external vendors) to align timelines and execute on-brand, on-time campaigns

Digital Marketing Associate

Shelton Capital Management

July 2023 - May 2024

- Directed CRM integration and lifecycle automation using Salesforce, increasing segmentation accuracy by 25% and campaign engagement by 20%
- Oversaw end-to-end production of multichannel marketing assets (emails, landing pages, newsletters, presentations), ensuring brand consistency and lead nurturing
- Revamped email workflows and A/B testing, resulting in a 15% lift in open rates, 9% increase in CTR, and 6% drop in unsubscribe rates

Digital Marketing Specialist

Apella Wealth (*Denver Division Closed 3/2023*)

August 2021 - March 2023

- Unified brand messaging across 13 branches and 5 regional teams, contributing to recognition as a Top 50 Fastest-Growing RIA
- Executed 12+ annual lifecycle campaigns for webinars and client events, increasing attendance by 7% and post-event conversions by 10%
- Built and enforced brand standards and content templates, ensuring consistency across all digital and print channels

Marketing and Graphic Design Manager - Contract

PARAMOUNT PRESS

February 2021 - July 2021

- Created 100+ high-impact visual assets in Adobe Creative Suite, driving an 18% uptick in ad engagement
- Launched new Wix-based site with SEO enhancements, boosting organic impressions by 12%
- Oversaw daily office operations, coordinated project timelines, and managed vendor/client communications to ensure smooth delivery of marketing and design projects

Community Manager

CareForAllChildren (Sector Dissolved 1/2021)

November 2019 - January 2021

- Managed campaign logistics, internal communications, and external partnerships
- Coordinated digital tools and operations for grassroots campaigns
- Drafted policy communications and scheduled strategic outreach events
- Supported daily administrative tasks and remote team coordination

EDUCATION

- Bachelor of Arts: Political Science - University of Denver
- Dual Minors in Marketing and Spanish
- ACG Leadership 20 Program
- Delta Gamma Sorority - Head of Alumni Relations and House Manager