

BRONTÉ COCHRAN

303-717-4484 | brontecochran1@gmail.com

www.brontecochran.com | www.linkedin.com/in/brontecochran/

Creative and Analytical Marketing Strategist with a proven ability to elevate brand visibility, drive audience engagement, and build loyalty across digital and in-person channels. Skilled in crafting data-informed campaigns that grow awareness, boost conversion rates, and fuel community growth. Track record of increasing engagement through compelling storytelling, innovative event execution, and cross-platform content strategies. Passionate about connecting brands with people through authentic experiences that make a lasting impact.

SKILLS

- Adobe Creative Suite
- B2B & B2C Promotion
- Competitive Analysis
- Content Creation (Copy, Visuals, Campaign Concepts)
- Website UX (WordPress, Wix, Drupal)
- Microsoft Office Suite
- SEO/SEM + Analytics (Google Analytics, Search Console)
- Marketing Automation (Mailchimp, HubSpot, Higher Logic, Salesforce)
- Conversational in Spanish
- Copywriting
- Project Management
- Product Marketing & GTM Strategy
- Cross-Functional Collaboration
- Event Planning
- Morningstar Direct
- AI Prompting (Midjourney, ChatGPT for Content Creation)

EXPERIENCE

Marketing & Membership Manager

Association for Corporate Growth (ACG) Denver

2024 – Present

- Spearhead go-to-market strategies to drive member acquisition, engagement, and retention for a 400+ member nonprofit organization.
- Increased membership by 6% through strategic event marketing and targeted communications
- Create marketing materials and communications for high-profile events, including The Dealmakers' Forum and the Rocky Mountain Corporate Growth Conference
- Lead branding, content creation, social media, and email campaigns tailored to the middle-market M&A community, including investment bankers and private equity professionals
- Manage cross-functional collaboration with volunteer committees and external vendors to ensure cohesive marketing materials, event promotion, and interactions

Digital Marketing Associate

Shelton Capital Management

2023 to 2024

- Led CRM integration by aligning key data sources with Salesforce, which enabled automation and defined precise market segments
- Orchestrated the development, management, and design of various communications, including emails, landing pages, presentations, newsletters, event materials, brochures, and other marketing collateral
- Developed and implemented marketing strategies for major events such as the NYC Climate Week Initiative and the Shelton Comedy Show

Digital Marketing Specialist

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

2021 to 2023

- Aligned 13 branch strategies with national marketing goals, helping rank Apella among the Top 50 Fastest-Growing RIAs
- Produced and managed webinars and premier events, such as Retirement, a flagship retirement education program; resulting in a 7% increase in attendance

Community Manager

CareForAllChildren (**Sector Dissolved 1/2021**)

2019 to 2021

- Championed social media advocacy for early childhood education, which resulted in securing a partnership with Save The Children
- Drafted advocacy materials for bipartisan audiences at the RNC and DNC, discussing the promotion of equitable education access
- Led communication strategy across channels to mobilize community support and increase program impressions by 4%

FREELANCE

Marketing and Graphic Design Manager - Contract

Paramount Press

2021

- Leveraged Adobe Creative Suite to create page layouts for commercial printing, and designed engaging advertisements for Instagram, Facebook, and Google Ads, driving a 5% increase in sales revenue
- Developed a B2B website using Wix and implemented SEO strategies to enhance brand equity

EDUCATION

- Bachelor of Arts: Political Science - University of Denver
- Dual Minors in Marketing and Spanish
- Colorado Real Estate License
- Delta Gamma Sorority - Head of Alumni Relations and House Manager