

Cody Box

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EDUCATION

SAM HOUSTON STATE UNIVERSITY
Bachelor of Arts in Marketing

Huntsville, TX
5/16

EXPERIENCE

WARRIORS BASEBALL

Digital & Creative Marketing Manager

Houston, TX
5/17 – Present

- **Branding:** Redesigned company website to establish a more user friendly experience. Created a brand guide to restructure company's identity. Streamlined consistent branding across all media platforms: email marketing, web, social media, logo and graphic designs, and events.
- **Communication:** Redesigned the communication process with over 30 current teams and potential customers utilizing various media outlets (web, social media, email, print) to increase brand awareness and loyalty. Collected and grew database from 300 - 3,000 with effective web and social media CTA's (call-to-action). Leveraged Constant Contact to manage email database and created monthly newsletters that delivered appropriate content.
- **Promotional Campaigns:** Analyzed multiple marketing avenues across various outlets including mass media publications, TV spots and live entertainment. Based on ROI analysis, designed and developed web and print ads for local publications including Vype Magazine.
- **Merchandise:** Created revenue stream with merchandise program. Generated \$3,400 in sales with initial launch.

CAMP HOUSE CONCERTS

Co-Founder and Marketing Director

Nixon, TX
9/16 – Present

- **Entrepreneurship:** Established a concert venue that operates 5+ annual events with an average attendance of 250. Developed and communicated business plan outlining short and long term growth objectives with associated costs to better plan future campaigns.
- **Website Design:** Developed a website using WordPress to provide music fans upcoming show details, services, and industry news that averages 10K monthly views. Applied SEO approaches to deliver top level rankings in search results.
- **Project Management:** Planned and executed festival operations including: talent acquisition, guest services, venue layout and merchandising.
- **Social Media:** Established multi-media campaigns for each event achieving maximum exposure for new branding and logo identity. Provided timely materials to customers and local publications: press releases, blog, and newsletters.

MATHNASIUM

Marketing Coordinator

College Station, TX
5/16 – 5/17

- **Marketing:** Implemented and organized self produced monthly newsletters and promotional emails while targeting multiple customer personas dependent on their current position on the buyer journey. Used drip campaign via Constant Contact that led to a 100% conversion rate. Increased number of customers arriving at close stage of buyers journey by 350% in seven weeks.
- **Communication:** Attended Chamber of Commerce events to increase sales and build relationships. Located, registered, planned and executed over 60 community and school events over the course of the year. Acted as a liaison between 3 school districts (46 schools) and the marketing department to build relationships and increase customer traffic.
- **Website Management:** Responsible for updating franchise's microsite on a daily basis with messaging and branding that were consistent with corporate brand guide. Assured monthly campaigns, stemming from corporate, were being ran and seen by website traffic.

INFINITY SPORTS & ENTERTAINMENT

Operations Manager (05/15 – 05/16)

Brazos Valley Bombers Baseball Club

College Station, TX

5/14 – 5/16

- **Operations:** Managed and staffed 80 game day team members to ensure smooth game day operations and enjoyable patron experience. This resulted in an average attendance growth of 26% (2,500 patrons per game) as well as increased season ticket holders to 175.
- **Attendance:** Led charge of new program, “150 Ticket Program”, that increased total ballpark attendance by 13%, ranking us in the top 25 among 200 other Summer Collegiate Baseball programs in the nation.
- **Sales:** Achieved and maintained 93% partner retention with 120 community partners. Effectively helped the sales team generate sponsorship revenues that yielded \$289K. This led to an 11% increase in yearly goal.

Internship (05/14 – 05/15)

- **Social Media:** Oversaw social media efforts on Facebook, Twitter and Instagram platforms. Created a 20 page packet, “How to Live Tweet a Baseball Game”, for interns detailing how to handle pregame, postgame and ingame events which lead to consistent messaging to audience across all platforms.
- **Management:** Developed and executed the operations by having strategic planning policies in place. This streamlined the setup and takedown process by reducing execution time 30%.
- **Event Planning:** Staffed over 60 interns over 35 games and over 100 community events. Managed event budgets ranging from \$0 - \$1000 per event. Utilized Google Sheets to effectively keep track on staffing and budget efforts.

BRIAR CLIFF UNIVERSITY BASEBALL

Scholarship Athlete

Sioux City, IA

7/10 – 6/12

- **Leadership/Teamwork:** Leveraged leadership skills to benefit and positively influence my teammates on and off the field by ensuring the arrival of teammates to practice in a timely manner as well as motivate appropriate study habits. This resulted in the ability to cooperate and succeed with a diverse set of personalities.
- **Diversity:** Sharpened multicultural awareness due to a high diversity of teammates stringing from Canada to Mexico and over 22 different American states.

CERTIFICATIONS, SKILLS AND ORGANIZATIONS

CERTIFICATIONS

- Google Analytics, Google AdWords, Hubspot Inbound Marketing, Branding Fundamentals, Neil Blumenthal on Branding

PROFESSIONAL KNOWLEDGE

- **Marketing:** Advertising, Inbound Marketing, CTA's, Direct Mail, Social Media, Targeting, Segmentation, Lead Generation, Community Outreach, Ticket Sales, Point of Sale (POS) Strategy;
- **Management:** Event Planning, Operations, Hospitality, Sponsorship, Ticket Operations, Crisis Management;
- **Branding:** Brand Development, Brand Guide, Press Release, Copywriting, Proofreading, Printing, Photography, Logo Creation, Typography, Color Theory, Spacing, Aesthetics, Website Design, Website Management, Curator;
- **Miscellaneous:** Customer Service, Public Speaking, Presentations

SOFTWARE PROFICIENCIES

- **Microsoft Office:** Word, Excel, PowerPoint, Outlook, OneNote;
- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Premiere Pro, Production, Acrobat, Spark Post/Page;
- **Website Development:** Search Engine Marketing (SEM), Search Engine Optimization (SEO), Google Analytics, Google AdWords, WordPress, Wix, Squarespace, Weebly, GoDaddy, HTML, CSS;
- **Social Media:** Instagram, Facebook, Twitter, Pinterest, Snapchat, YouTube, Vimeo, Flickr, Tumblr, Reddit, Stumbleupon, Mix, Blogger, Google+, Periscope, Digg;
- **Miscellaneous:** Pixels, Constant Contact, Mailchimp, HubSpot, Skype, IFTTT, Hootsuite, Buffer, RSS 2.0, Bit.ly, Dropbox, Tableau;

PERSONALITY TRAITS

- Leadership, Team Building, Networking, Sports Minded, Communication, Creativity, Time Management, Strategic Thinking, Vision, Sports Minded, Big Picture Mindset, Multicultural Awareness;

ORGANIZATIONS & AFFILIATIONS

- American Marketing Association (AMA), Houston Young Professionals, Nixon-Smiley Education Foundation

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