

Cody Box

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EDUCATION

SAM HOUSTON STATE UNIVERSITY
Bachelor of Arts in Marketing

Huntsville, TX
5/16

EXPERIENCE

WARRIORS BASEBALL
Brand 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. This created consistent branding across all media platforms: web, social media and merchandise designs.
- **Communication:** Redesigned the communication process to customers utilizing various media outlets (web, social media, email, print) to increase brand awareness and loyalty. The process also improved customer traffic and retention.
- **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 HoustonLife.

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 and associated costs.
- **Web 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 monthly newsletters and promotional emails while targeting multiple customer personas dependent on their current position on the buyer journey. Used drip campaigns to increase conversion rate.
- **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 and the marketing department to build relationships and increase customer traffic.

INFINITY SPORTS & ENTERTAINMENT
Operations Manager (05/15 – 05/16)
Intern (05/14 – 05/15)

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.
- **Sales:** Achieved and maintained 93% partner retention with 120 community partners which effectively helped the sales team generate sponsorship revenues of \$289K. This exceeded the goal by \$40K for the year.
- **Event Planning:** Developed and executed the operations by having strategic planning policies in place. This streamlined the setup and takedown process by reducing execution time 30%.

ADDITIONAL INFORMATION

Skills: Adobe Creative Suite, Constant Contact, WordPress, Wix, Square Space, Microsoft Suite, Google Analytics, Google AdWords, Copywriting, SEO Framework, HubSpot