



## KEO FRAZIER

Director of Marketing, Shaw Construction  
Principal, KEOS Marketing Group  
Principal, Non Profit Resource



Keo is a proven two time entrepreneur who is a strategic thinker with an innovative mindset. She has been involved the strategic mind behind a number of marketing, branding, print and digital projects across the nation. She is able to work in conjunction with business development, creative and technology teams to elevate brands to build leads and generate business.

### Core Competencies and Career Highlights:

**: DENVER BUSINESS JOURNAL'S TOP 40 UNDER 40**

**: GO MAGAZINE'S 'LEADER OF THE PACK'**

**: COLORADO BIZ MAGAZINE'S TOP 50 MINORITY OWNED BUSINESSES**

**: COLORADO BIZ MAGAZINE'S TOP 250 PRIVATE OWNED COMPANIES**

**: ABC, ENR EXCELLENCE IN MARKETING**

### EDUCATION:

Cornell University,  
Bachelor of Arts

"Keo makes a difference in Colorado by being smart, authentic and accountable—a thought leader." Kacey Wilkins, Director of ULI Colorado

"Keo has vision." Leslie Herod, Local and National Civic Leader, House District Candidate

"I think of her contributions to the Five Points, ULI and Forest City Stapleton when I consider her leadership in Colorado. She offers insight and thought leadership to many clients and civic groups." Dave Thorpe, Vice President, Shaw Construction

"Her advice is based on forward-thinking and solid strategies. Chris Coble, Real Estate Developer

### EXPERTISE IN THE FOLLOWING:

- Entrepreneur & Strategist
- Marketing Campaign Execution
- Market & Brand Messaging
- Skilled Project Manager and Leader
- Online Media Strategist
- SEO/SEM Keyword List Algorithm
- Content and Code Optimization
- Social Media Management
- Marketing Research & Data Analysis

### CIVIC LEADERSHIP:

- Leadership & Legacy Denver
- Five Points Business District
- Cornell Alumni Association
- Downtown Denver Partnership
- Urban Land Institute Colorado
- Extreme Community Makeover