

## Awards

ABC, ENR Marketing Excellence  
Award Top 250 Private Companies  
Top 50 Minority Owned Businesses  
DBJ 40 under 40

## Experience Highlights

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

## Expert Articles

- Marketing in Real Estate
- Marketing in a Digital World
- Start Up Boulder
- KEOS Blog

# KEO FRAZIER, fearless leader

Expertise in Brand Marketing, Market Research, Online Media,  
Media Management, Social Media

## About Me, A Snapshot

My entire career has been focused on analyzing the customer experience and creating content that influences the brand perceptions and actions of the customer to lead to acquisition and retention. My strategic mindset allows me to create a vision and execute that vision with a team of marketing experts.

I began my marketing career as an entrepreneur, owning two successful companies and generating leads through brand building for countless clients including brands such as United Airlines, Super Target, Stapleton Community, 1800 Tequila, Denver Votes, ACI Retail and Xpedx—too name a few. With these brands I created strategic marketing plans, launched media and print campaigns, analyzed customer experiences and tracked results for a successful return on the overall marketing investment—qualitative and quantitative (time and dollars).

I am accustomed to building teams from two to 65 and working with creative directors, print managers, production designers, web programmers, media buyers, public relations experts and street teams. My experience is local and regional working with brands that have a national reach.

## My Experience In Case Studies

**Customer Experience Research and Analytics:** Analytics is the foundation for creating a plan and research is the foundation for understanding the customer experience. I have conducted real-time customer experience collecting valuable data on customer satisfaction, traffic patterns, and use surveys.

*Core Clients: United Airlines, Target, 1800 Tequila, Famous Grouse, AMG National Trust, DIA*

**Brand Management and Execution:** Brand management includes both internal and external facets paying close attention to every nuance from product placement, in-house signage to social media conversations. I have been involved with managing the overall brand of companies paying close attention to varying products, regions and customer touch points.

*Core Clients: Airport Concessions Inc (ACI Retail), Shaw Construction, Stapleton Denver*

**Marketing Planning, Strategy and Management:** A plan must always be created, however flexibility with that plan to be able to respond to analytics and customer engagement is key. I am well skilled at creating strategic marketing plans, factoring in analytics to drive performance, and putting together the teams to execute to a successful outcome.

*Core Clients: City and County of Denver, Five Points Business District, Metro State (MSU)*

**Brand Messaging and Social Media:** Messaging drives customer buying behaviors, so creating the right messaging is the deciding factor at check-out. I have been involved with creating new brand campaigns, developing content and message calendars and training internal staff on being brand ambassadors to drive the message to the customer through various print and digital media.

*Core Clients: Metro State (MSU), University of Denver (DU), University of Colorado (CU)*

My experience is broad reaching and I know how to understand the customer through data, reach the customer through effective media and advertising campaigns, and influence the customer through strategic brand messaging. I am knowledgeable of varying tracking systems, but most importantly I am a quick study and can learn any new system swiftly. I have vision and can execute; I am both creative and analytical.

Keo Frazier, fearless leader

## Education

Cornell University, B.A.

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## Civic Leadership

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

# KEO FRAZIER, fearless leader

Expertise in Brand Marketing, Market Research,  
Online Media, Social Media Management

## Introduction

I am the vp of marketing for McWhinney, and I have owned two marketing companies, FOCUS and KEOS Marketing Group. I have influenced and assisted several brands such as CU, DU, Metro State, Five Points Business District, Office of the Clerk and Recorder, Denver's District 9, Delta Dental, Denver International Airport, Forest City Stapleton, and many other businesses. My company has been instrumental in branding, messaging and leading brands to be seen through a story. My company, my team and our work have helped these brands build business and grow.

I bring an expertise in brand marketing, online, print and broadcast media, social media marketing, user traffic analysis and strategic marketing planning. From consulting on marketing strategy, creating comprehensive marketing plans to analyzing markets through research I have the proven skills in project leadership and profitability.

KEOS Marketing Group, LLC opened in 2008  
877-536-7552 • keof@keosmarketing.com • KEOSMarketing.com @KEOSMarketing

### **Director of Marketing, MSU, Shaw Construction, Colorado 2011–2012, 2013–Present**

- Senior Director • Develop and implement comprehensive strategic marketing plans • Create and launch a new brand awareness campaign • Create strategic key messages • Oversee all marketing, advertising, creative design, online communications and promotional tactics • Use innovative and integrative marketing strategies for a comprehensive and holistic brand approach across all product types • Supervise creative and web teams in the creative direction and technical execution of all projects and marketing collateral • Manage business development and marketing efforts for increased user acquisition and overall retention.

### **Search Engine Marketing & Analytics Director, ccintellect, Denver 2006–2008**

- Proposal writing • Budget creation, management, forecasting, and projections • Account & project management • Data analysis utilizing SPSS • Write comprehensive market research reports with strategy & recommendations • Search Engine Marketing (SEM/SEO/PPC) bid strategy, recommendations & management (increased website leads by 500% to 900%) • SEO content and html code optimization • Keyword generation • Email marketing campaign management & consulting • Client training and analytical consulting on brand research, website usability, keyword density, and internet marketing.

### **Market Research & Data Analyst, Downtown Denver Partnership, Inc., Denver 2005 – 2006**

- Research project management and organization • Email campaign management • Data analysis utilizing SPSS & Excel • Conduct extensive market research for pedestrian traffic and retail uses • Recommendations for improvement • Database management • Interface with developers, policy officials, and business leaders. *Similar Experience: Kempe Children's Center and National Jewish Medical Center (2001-2004)*

### **Market Research Director, Resolution Research & Marketing, Inc., Denver 2004–2005**

- Successful project management of fortune 500 clients • Staff management which includes hiring and training • New client procurement • Database management • Data analysis • Maintain client relationships • Ensure client and customer satisfaction • Implementation of organizational programs and HR functions • Business development • Facilitate marketing efforts for projects that include print advertisement, internet marketing, search engine campaigns, and referral campaigns • Data analysis using Jump, SAS, SPSS • Implement the creation of survey position models utilizing factor analysis and Cronbach's Alpha.

### **Principal-FOCUS, Partnered with Sales Fuel Group LLC & DVCx, Denver, New York 2003–2006**

- Plan, Coordinate, and manage marketing and promotions projects • Staffing and scheduling • Financial reporting and gathering pertinent data for future strategic promotions planning • Account management and service to ensure that the program exceeds client expectations and improves the bottom line (evidence of 20% increase in sales and product distribution) • Team training. *Programs Include: TED, United Airlines, 1800 Tequila, Famous Grouse, Super Target, and Washington Mutual*

### **Leadership & Marketing Consultant, Columbus, Denver, Road Warrior 2000–2001**

- Advise and train on job responsibilities, improvements, and personal evaluations • Presentations and evaluations focused on overall effective improvements • Assessments with University officials • Recruitment • Marketing, Promotions, and Education regarding the structure of for profit and not for profit organizations • Consult on promotions marketing approaches • Implement an entire experiential marketing plan including street teams Team training. *Companies Include: Emerald Events-Vita Bella Restaurant, Wells Fargo-Link, and Kappa Kappa Gamma Leadership*



## KEO FRAZIER

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



A proven two time entrepreneur, strategic thinker, doer, with an innovative mindset. I have been the strategic mind behind a number of marketing, branding, print and digital projects in Colorado. I am 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**

### 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

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### CIVIC LEADERSHIP:

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- Cornell Alumni Association
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- Extreme Community Makeover