



award winning

**Expertise in Brand Strategy, Experience Marketing
Market Research, Online Media, Social Media Management**

I am an experienced chief marketing officer and founder who has owned multiple marketing companies, FOCUS, KEOS Marketing Group, Marketing for Your Non Profit and KEOS Marketing Consultancy—a brand experience strategist. I have influenced and assisted several brands such as Dairy Block, Denver Union Station, CU, DU, MSU Denver, Five Points Business District, Office of the Clerk and Recorder, City of Denver, Denver's District 9, Delta Dental, Denver Housing Authority, Denver International Airport, Forest City Stapleton, and many other businesses. My role in my career has been instrumental in leading brands to be seen as a unique story and to facilitate growth and innovation their business.

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.

EDUCATION

- Cornell University, B.A.
- Cornell University, Certified Marketing Strategies Certificate (2020)
- McKinsey Academy
- Quarterly Forum/Civico

EXPERIENCE HIGHLIGHTS

- Entrepreneur and Founder
- Brand Strategy
- Experience Marketing
- Government Relations
- Market Research
- Online Media
- Public Relations
- Social Media Management
- TEDx Speaker

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
- Rocky Mountain Communities
- Colorado Judicial Institute
- Denver Public Library Trustee
- AES State Board Appointee
- CECA Appointed Commissioner

Director of Communications and Public Affairs: Denver Housing Authority

2021–2023

- Strategic leadership • Internal and external communications • Staff and team engagement
- Analytical, data-driven marketing campaigns • Thoughtful strategic partnerships
- Intergovernmental and community affairs • Public relations and storytelling.

Chief Marketing Officer: Emily Griffith, McWhinney, Shaw Construction, MSU Denver (Denver, Southern California, Boston)

2011–2021

- Executive-level leadership roles • 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 guided by data and intended ROI • Supervise creative and web teams in the creative direction and technical execution of all projects and marketing collateral • Government Relations • Manage business development and marketing efforts for increased user acquisition and overall retention

Principal and CEO: KEOS Marketing Group

2008–2016

- Founder of a digital marketing company that grew into a full service marketing agency with a team of nine. Sold the company in pieces in 2016.

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 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: (Nation-wide)

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*

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