

Education

Cornell University, B.A.
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

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 Networking

Introduction

Keo has an innovative mindset and is a strategic thinker. She has been involved with a number of market research projects that hone in on her skills in market research, market analysis, and strategic marketing implementation. Ms. Frazier brings an expertise in brand marketing, online, print and broadcast media, social media marketing, user traffic analysis and strategic marketing planning. She delivers results that generates leads and builds business. From consulting on marketing strategy, creating comprehensive marketing plans to analyzing markets through research she has proven skills in project leadership and profitability. She is able to work in conjunction with business development teams, media buyers, digital teams, creative groups and tech teams to deliver strategic and profitable results for products and services.

Core Clients: Commercial & Residential Real Estate, Retail, Higher Education, Health & Fitness

KEOS Marketing Group, LLC opened in 2008

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Professional History

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.

Market Research & 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*