



CODY NATIONS

Marketing Professional

📞 (704) 477-5021

✉ cody.nations@icloud.com

📍 Denver, CO

PORTFOLIO

codynations.com

EDUCATION

College of the Air Force
A.S. Geographic Information Systems

EXPERTISE

Adobe Illustrator
Adobe Photoshop
Copywriting
Email Marketing
Graphic Design
Adobe Premiere Pro
Final Cut Pro
Adobe Audition
eCommerce
Photography
Videography
Content Development
Social Media Management

VOLUNTEER

American Advertising Federation
Sponsorship Director (2019)
Communications Director (2018)
Social Media Chair (2017)

PROFILE

Highly motivated marketing professional with 10+ years of experience crafting engaging brand stories across modern mediums. Expertise in creative direction and brand positioning in written, video, image, and audio formats. In my next opportunity, I am eager to utilize my skills to contribute to an organization that aligns with my values and has ambitions for growth.

EXPERIENCE

Sr. Content Marketing Manager

June 2023 - Present | Encompass Technologies | Fort Collins, CO

- Authored a comprehensive 25-page industry guidebook for the "Distributor of the Future" campaign, conducting extensive market research to provide advanced insights and strategic foresight to strengthen competitive positioning
- Created and designed over 30 compelling marketing emails for product launches, competitive campaigns, events, and webinars, driving engagement and increasing open rates through targeted copy and visually appealing layouts
- Executed successful marketing campaign for BevAge 2024, utilizing email marketing, digital ads, and social media promotion to attract 350 attendees including customers, prospects, vendors, and sponsors

Director of Marketing

Jan 2020 - June 2023 | NoDa Brewing Company | Charlotte, NC

- Directed creative and multimedia production for Cheerwine Ale brand launch, including video, audio, and social content, resulting in record-breaking sales of 25,000 cases in 60 days
- Developed and executed brand awareness campaign for Hop Drop 'N Roll, leveraging targeted video ads and social media content, resulting in 50 new accounts
- Supervised a team of social media managers and graphic designers, ensuring cohesive and engaging content across all marketing channels
- Produced compelling video content and led marketing efforts for the Rescue Brew fundraiser, raising over \$115,000 in partnership with the Humane Society of Charlotte
- Managed brand strategy and multimedia content for the Queen City Jam Session, the first multi-day music festival of its kind in Charlotte, driving ticket sales for over 2,000 attendees
- Fostered strategic partnerships with the Charlotte Hornets, Carolina Panthers, Charlotte FC, Charlotte Knights, non-profit organizations, and other local businesses increasing brand visibility by 20% year-over-year
- Designed packaging for 30+ brands, collaborating with print-houses and design agencies to ensure timely and quality delivery
- Produced and managed weekly email newsletter with engaging copy and multimedia content, achieving an average open rate of 40%
- Creative director for all social media channels of over 100,000 followers with a 20% increase in growth over three years

Creative Director

Feb 2015 - Jan 2020 | New Common Media | Charlotte, NC

- Developed and executed multimedia marketing campaigns for 30+ clients boosting sales, subscriber growth, brand awareness, website traffic, and social media engagement
- Produced and edited video campaign for organic food delivery service, leading to market expansion into three regional metros, increasing brand awareness by 25%
- Filmed on-location yoga retreat for promotional video, utilizing advanced camera techniques and visual storytelling to showcase the retreat experience and natural landscape
- Filmed and edited short-film of Lake Tahoe that was picked up by Visit California and other media outlets receiving over 150,000 views

VETERAN

Lackland AFB, San Antonio, TX

Fort Leonard Wood, MO

Elmendorf AFB, Anchorage, AK

Kadena Air Base, Japan

Balad Air Base, Iraq

Ellsworth AFB, Rapid City, SD

Luke AFB, Phoenix, AZ

Engineering Technician

Sept 2008 - Nov 2014 | United States Air Force

- Used extensive knowledge of geographic information software to ensure successful rescue operations of a plane disaster carrying 7 civilians in remote Alaska resulting in zero casualties
- Maintained geographic information databases with over 10 million data entries for Elmendorf Air Force Base ensuring data accuracy and integrity through regular audits and updates
- Assisted with de-militarization efforts for all personnel and facilities for largest air base in Iraq ~ awarded Operation New Dawn medal

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