



# CORY WALTON

 walton.cory@gmail.com

 [linkedin.com/in/corywalton20](https://www.linkedin.com/in/corywalton20)

 (765) 337-2063

 North Carolina; open to relocating



## EDUCATION

**University of Missouri-Columbia**

Master of Public Affairs, 2020

Bachelor of Journalism, 2006

## SKILLS

- Brand marketing
- Performance marketing
- Strategic communications
- Paid media strategy
- Social media strategy
- B2B & B2C strategy
- Copywriting
- Data-driven decision making
- SEO
- Team & vendor management



## PLATFORM EXPERIENCE

- All major social media channels
- Google Analytics & Looker Studio
- Google Ads
- Meta Ads Manager
- Meltwater
- CopyAI
- Pardot
- VWO
- Adobe Creative Suite
- Monday.com



Please feel free to review my [digital portfolio](#).

## SUMMARY

An agile, versatile strategist with 15+ years of demonstrated experience leading successful brand marketing, performance marketing for revenue and lead generation,, and strategic communications campaigns across multiple industries.

## PROFESSIONAL EXPERIENCE

2020 - 2023

**Director of Brand Marketing | Stop Soldier Suicide, Inc.**

- Directed a comprehensive rebranding effort, from aesthetic and persona to digital infrastructure and revenue streams, to modernize the Stop Soldier Suicide brand
- Led the creation of ROGER as a sub-brand designed for the modern military community, mitigating stigma and barriers to the organization's innovative, suicide-specific care
- Responsible for all marketing aspects of ROGER through its growth from concept to standalone sub-brand to its current state as "ROGER, the wellness service of Stop Soldier Suicide"
- Directed all aspects of the organization's paid media, introducing a data-driven, full-funnel approach
  - Led to consistent 25% year-over-year growth in client lead generation
  - Drove consistent year-over-year growth in site traffic, engaged users and online revenue
- Established SSS as a pioneer in the peer-to-peer giving space through virtual physical challenges
  - Resulted in 50% year-over-year growth in social fundraising at the height of the pandemic
  - Created a revenue stream that remains the organization's largest
- Led an array of "firsts" for Stop Soldier Suicide, including:
  - an annual report
  - a data privacy infrastructure
  - paid media attribution
  - website user behavior tracking
  - a formal thought leadership strategy
  - a monthly giving program
  - an online merchandise store

## 2017 - 2020

### **Social Media Advertising Analyst | ROI Revolution, Inc.**

- Employed data analysis skills to draw conclusions about marketing campaigns and make applicable optimizations
- Translated quantitative and qualitative insights into comprehensive recommendations for full-funnel campaign strategies
- Collaborated with team members across various advertising services to ensure a cohesive marketing strategy across channels

## 2015 - 2017

### **Senior Associate Director of Sports Information | Duke University**

- Conceptualized and executed strategic messaging and media plans for all facets of the Duke men's basketball program
- Co-led digital content efforts with a reach of more than 35 million per month via social and web
- Served as managing editor, co-creative director, lead writer and head of analytics for @DukeMBB, which has the largest social media following in all of American sports
- Managed the program's digital content creation team and statistics infrastructure
- Interacted with current and prospective donors as a member of the program's external communications team, helping to secure the program's long-term financial prosperity
- Consulted with front office personnel of NBA franchises on background and character of student-athletes in preparation for the NBA Draft

## 2013 - 2015

### **Associate Director of Athletics Communications | University of Arizona**

- Overhauled the Arizona men's basketball communications strategy, shifting to a national focus to increase brand equity and aid in recruiting elite talent from across the country
- Implemented a system of proactive selection of men's basketball media opportunities designed to maximize both program exposure and value of time
- Strategically refreshed the program's national perception following a period of infractions by previous staff
- Established the program's social media presence as a branding and recruiting tool

## 2009 - 2013

### **Assistant Director of Athletics Communications | Purdue University**

- Formalized and executed a strategic plan that unified the Purdue men's basketball program's brand across all external channels
- Served as program spokesman to external stakeholders and was a member of the internal team responsible for recruiting prospective student-athletes
- Created mobile recruiting tools and established the program's social media presence

## **PREVIOUS**

Assistant Director of Media Relations, Ohio University, 2008-2009

Assistant Director of Sports Information, University of Florida, 2006-2008