

Bryan “BK” Covington
Marketing Manager & Project Management Specialist
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EDUCATION

Bachelor of Science in Commerce and Business Administration

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL
Major: Marketing, Minor: Blount Scholars Program

Master of Science in Consumer Sciences, Expected Graduation in December 2025

The University of Alabama, College of Human Environmental Sciences, Tuscaloosa, AL
Concentration: Consumer Economics, Certification: Conflict Resolution in the Workplace

HONORS AND AWARDS

Innovator of the Year, 2024

The University of Alabama Division of Strategic Communications, awarded for innovative thinking and problem-solving

Bloom Where You Are Planted Award, 2024

Junior League of Tuscaloosa, awarded for above and beyond service to the chapter

WORK EXPERIENCE

Marketing Coordinator III/Marketing Manager II, March 2023 – Present

The University of Alabama, Tuscaloosa, AL

- Worked directly with UA Graduate School leadership, faculty, recruitment and admissions teams to provide comprehensive recruitment marketing strategies and services utilizing both digital and traditional marketing methods.
- Established and managed the GAIN Influencer Program, a group of ten graduate students who served as digital ambassadors promoting the UA Graduate School experience, including developing student guidelines and requirements, instituting a program scholarship, monitoring content approvals and overseeing reporting and student professional development.
- Provided stakeholders with monthly, quarterly and annual reports to demonstrate the effects of our marketing initiatives and share recommendations for future strategies.
- Successfully launched the renovated prospect email campaign, admitted student email campaign, and abandoned application email campaign with an expected launch timeline of one year.

Account Manager & Marketing Specialist, April 2021 – March 2023

TwinEngine, Houston, TX

- Managed branding strategy, marketing strategy, website strategy and sales and marketing integration initiatives for up to ten B2B clients in the technology, oil and gas, public relations and event planning spaces.
- Coordinated and led quarterly company-wide town halls for clients and weekly or biweekly progress meetings to communicate and report on ongoing initiatives.
- Worked directly with client sales teams and business owners to track inbound marketing leads and create personalized marketing initiatives to target quality leads.
- Developed project management template using Wrike to increase daily efficiency and improve operations while managing a team of six individuals.

Advocacy Coordinator, February 2020 – April 2021

South Texas College of Law, Houston, TX

- Served as primary communicator between the advocacy, accounting, purchasing, student services and marketing departments, handling day-to-day operations and administrative duties for the advocacy department.
- Managed travel and registration logistics for advocacy students participating in country-wide competitions.
- Developed Zoom system for the first online-only STCL Mock Trial Competition hosting over 100 student participants from over 15 law schools and 40+ judges and moderators consisting of experienced law professionals from across the country.

LEADERSHIP EXPERIENCE

Communications Council – Digital Marketing Specialist, May 2024 – Present

Junior League of Tuscaloosa, Tuscaloosa, AL

Vice President of Communications / Communications Director, May 2020 – March 2023

Bama Houston Alumni, Houston, TX

Young Alumni Director, May 2020 – May 2021

Bama Houston Alumni, Houston, TX

Director, December 2017 – December 2019

Blount Student Ambassadors, Tuscaloosa, AL

SKILLS AND CERTIFICATIONS

Skills: Project management, program development, team management, event planning, budget management, social media marketing, professional development, public speaking, technical reporting, client relations, customer service, recruitment marketing, Adobe Suite, Microsoft Office, WordPress, Google Ads, HubSpot, Wrike, Basecamp, Meta, Spanish, Canva, Slate Technolutions

Certifications: Google Analytics GA4, HubSpot Social Media Marketing