

Bryan “BK” Covington

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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 develop comprehensive recruitment integrated marketing strategies and services utilizing both digital and traditional marketing methods.
- Established and managed the GAIN Influencer Program, a group of digital ambassadors/influencers promoting the UA Graduate School, which generated over 300,000 impressions in the first semester of implementation, earning me the Innovator of the Year Award.
- Provided stakeholders with monthly, quarterly and annual data reports to demonstrate the effects and ROI 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 using Slate CRM with over 500,000 yearly recipients.
- Created yearly strategic digital marketing plan with a yearly budget of \$50,000+ that increased Google Ads impressions by 33% and conversions by 16.2% year over year with a goal of lead generation and application growth.

Marketing Account Manager, April 2021 – March 2023

TwinEngine, Houston, TX

- Managed branding strategy, integrated marketing strategy, website strategy and sales and marketing integration initiatives for up to ten B2B clients in the technology, recruiting, oil and gas, public relations and event planning spaces.
- Built comprehensive organic and paid social media and digital advertising strategies increasing online impressions by an average of 50% for each client using Instagram, Twitter/X, YouTube, Meta, Facebook and Tik Tok.
- Created reporting dashboards for each client to monitor digital marketing analytics using Google LookerStudio, HubSpot, DashThis and Google Analytics.
- Worked directly with client sales teams and business owners to track inbound marketing leads and create personalized marketing initiatives to target quality leads, creating and improving sales funnels for sales teams of 50+ persons using HubSpot CRM.
- Developed organization-wide project management template and SOPs for the agency 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.
- 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.
- Managed departmental budget and purchasing decisions, working directly with the Director of Purchasing and Accounting Director to stay within institutional policy.

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 December 2025

The University of Alabama, College of Human Environmental Sciences, Tuscaloosa, AL

Concentration: Consumer Economics

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.

LEADERSHIP EXPERIENCE

Young Tuscaloosa – Social Media Manager, June 2024 – Present

Young Tuscaloosa, Tuscaloosa, AL

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

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, Asana, ClickUp

Certifications: Google Analytics GA4, HubSpot Social Media Marketing