

# Cory Brinson

Veteran brand, social, and content strategist with 10+ years of marketing and advertising experience. Proven leader with success in guiding Fortune 100 brands, authoring global social media strategies, and delivering award-winning campaigns and content.

## WORK EXPERIENCE

### VP, Brand Planning Director

March 2020 – January 2023

EP+Co, Greenville, SC

- Led an 8-person planning team - including brand and connections planning - overseeing multiple accounts across various industries.
- Grew John Deere from a \$3.4M account to over \$8M annually while becoming AOR for Deere's B2C vertical, construction vertical, and the John Deere brand.
- Named 2022 Effie finalist for John Deere's "Run With Us" campaign for Agriculture and Construction.
- Spearheaded the strategy efforts for new business wins for Newell Brands, John Deere Construction, John Deere Brands, Bojangles', and Michelin North America.
- Brand Experience: John Deere (Brand, B2C, & Construction), Newell Brands (Food Saver, Rubbermaid, Sistema, & Coleman), Bojangles', Michelin North America.

### Brand Planning Director

August 2018 – March 2020

EP+Co, Greenville, SC

- Led a 5-person brand planning team while overseeing multiple accounts across various industries and planning disciplines.
- Headed all creative & content strategy for LinkedIn as their social media agency from 2018 - 2021 and authored the company's first global social media strategy leading to engagement and performance records across all of LinkedIn's social channels each year from 2018-2020.
- Launched 8 social media campaigns for the 20th Century Fox feature films Bohemian Rhapsody, Bad Times at the El Royal, Kingsman: Golden Circle, The Predator, Marvel's New Mutants, Ad Astra, The Art of Racing in the Rain, and the Shorty-Award Winning campaign for Deadpool 2.
- Assisted ESPN's "College GameDay" property in evolving their social content approach for the 2019 and 2020 seasons, leading to the highest-watched season over the previous 5 years.
- *Brand Experience: LinkedIn, 20th Century Fox, Netflix, and ESPN.*

### Senior Brand Planner

August 2016 – August 2018

EP+Co, Greenville, SC

- Lead brand planning efforts for Lowe's Home Improvement with notable campaigns including the launch of Craftsman in Lowe's and March Madness with Villanova's Jay Wright.

## CONTACT

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- *Willing to Relocate*

## SKILLS

### Brand & Content Strategy

- Market & Trend Analysis
- Consumer Insights
- Strategy & Positioning
- Social Media Strategy
- Content Strategy & Execution
- Presentation & Design

### Leadership

- Team Growth & Development
- Relationship Development
- Communication & Management
- Project Management
- Budgeting

### Tools and Platforms:

- Syndicated (MRI, Nielsen)
- Social (Helixa, Brandwatch)
- Emerging AI (ChatGPT)
- Adobe Creative Suite
- Microsoft Office Suite
- Google Suite

## EDUCATION

### University of Georgia

Bachelor of Science, Edu.

Business Education

Cum Laude Graduate

2003 – 2007

Awards: UGA College of Education

Dean's List, Hope Scholarship Recipient,

UGA Presidential Scholar

## FUN FACTS

- Passionate Boston Red Sox Fan
- Former Professional Wrestler
- Semi-Decent Golfer
- Lover of 80s Pop-Culture
- 2004 Capital One Bowl Fan of the Game

- Assisted with social media strategy and execution for Denny's social including setting the record for the most engaged-with brand tweet of all time.
- Developed and implemented a modern social media strategy for The UPS Store that helped to increase Impressions by 300% and Engagements by 50% YoY for 3 straight years.
- Winner of Shorty Awards for Denny's (Best Twitter Account) & The UPS Store (Best Twitter Video), while also adding Webby, Mashies, Addys, and The One Show Awards for Denny's.
- Brand experience includes Denny's, The UPS Store, Pilot Flying J, Lenovo, Strayer University, Voya Financial, Verizon Wireless, and Leading Hotels of the World.

### **Associate Director, Strategy & Insights**

**January 2016 – August 2016**

BFG Communications, Hilton Head Island, SC

- Worked directly with BFG's Chief Strategy Officer to implement and scale agency research, positioning, activation, and measurement methodology throughout the agency.
- Developed buyer personas based on ethnographies, quantitative research studies, and social media behavioral data for multiple brands within the Campari and Trincherro portfolios.
- Led the agency's first annual, multi-wave online research study to inform a new frozen pizza brand positioning for Dr. Oetker.
- Brand experience includes Church's Chicken, Dr. Oetker, Forty Creek Whisky, Tropical Smoothie Cafe, and Sutter Home.

### **Associate Director, Social Media**

**April 2015 – January 2016**

BFG Communications, Hilton Head Island, SC

- Established the agency's first independent social media department consisting of a team of 5 social media managers and 1 social analyst.
- Helped Church's Chicken achieve their goal of 1M Facebook fans through a video-first approach to content strategy.
- Authored social media strategies for Skyy Vodka, Progressive Commercial Insurance, Church's Chicken, and Vess soda.
- Brand experience includes Church's Chicken, Skyy Vodka, Cott Beverages, Trincherro Family Estates, and Wild Turkey.

### **QA, Ad Ops, & Cultural Insights Manager**

**March 2014 – April 2015**

BFG Communications, Hilton Head Island, SC

- QA manager and ad trafficker for consumer-facing websites and campaigns for SCPRT, Lance Crackers, and Espolon Tequila.
- Utilized social listening and syndicated research platforms to discover insights for strategic presentations and briefs.
- Brand experience includes South Carolina Parks, Recreation, and Tourism, Virgil Kane, Lance Crackers, Whirlpool, Espolon Tequila, Ace Hardware, Beringer Family Estates, and Château St. Jean Wines.

## **REFERENCES**

### **Allen Bosworth**

*President/Founder, EP+Co*

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