Branden Cook

[Portfolio](#) | Chicago, IL | brandenecook@gmail.com | (810) 516-4178

Education:

CareerFoundry
UX Design Program   February 2025
Specialization: Front-End Development

University of Michigan-Flint
Bachelor of Business Administration in Marketing   April 2022

Employment:

Account Executive, ROOT3 Marketing   2024-Present
Assistant Account Executive   2023-2024

- Led new website launches prioritizing an easy, intuitive user experience
- Oversaw quality assurance, focusing on mobile responsiveness and cross-platform functionality
- Designed wireframes for and built landing pages for new products
- Designed and developed responsive HTML email campaigns
- Conducted competitive analysis and user research for product launches
- Managed 5 client programs spanning across B2B and B2C industries
- Served as the primary point of contact for client communications
- Developed organic and paid content for email marketing, social media, press releases, and websites
- Managed campaigns that consistently generated sales-qualified leads
- Provided creative briefs to design teams and presented designs to clients
- Mentored the Accounts team and trained new team members

Marketing Coordinator, Variant Partners   2022-2023
Social Media and Communications Intern   2021-2022

- Managed social media communications of the company across platforms
- Developed and implemented a social media strategy for the company
- Optimized the company's website to ensure seamless navigation
- Regularly performed website maintenance
- Created content for and planned the company's social media calendar
- Created templates for internal and external communication documents
- Regularly updated the company website aligned to SEO best practices
- Increased overall engagement by 100% on each social media platform

Sales Advisor, H&M   2018-2021

- Handled cash register, fitting rooms, and processed new shipments

Skills & Tools:
User interviews, user research, wireframing, and prototyping
Web design and accessibility
Project management
Microsoft Office 365
Figma
Adobe Photoshop, Adobe InDesign, and Canva
WordPress, Elementor, WP Bakery, and Divi
HTML, CSS, and JavaScript