



# Stu Coston

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## Profile

For the last 7 years I've worked as a project manager on \$2.3B worth of Government programs and a number of large scale construction projects. During this time, I fell in love with website design, graphic design, content marketing, and digital marketing. I have been building brands, designing digital experiences for businesses and start-ups for 5 years. A designer at heart, my passion is catching consumer attention and creating experiences that entice users to take action.

## Skills

HTML5/CSS3/JS



SEO



Asana / Slack / GitHub



Visual Storytelling



Email Marketing



Adobe Creative Cloud



## Work History

**Program and Contracts Manager**

*2012-2017*

United States Air Force

**Creative Designer**

*2014-Present*

Goby Creative

**Assistant Project Manager**

*2018-Present*

CDI Contractors

## Education

**United States Air Force Academy**

*2008-2012*

Bachelor of Science

Systems Engineering / Business

# Experience

## Leader

Managed 4 person marketing team for local political candidate; established brand identity, coordinated email marketing (mailchimp), scheduled social media posts, managed social media advertising, designed website and landing pages, and directed video productions -- came in 2nd with 80% less funding than other 4 candidates

Co-Founded Digital Marketing Agency-- established business operations standards; worked with clients to define requirements, establish and meet marketing goals, create digital marketing campaigns, and design websites

Led 9-person cross-functional team to on-time award of \$450M production contract -- created budget, established milestones, and identified project scope requirements

Launched an online dropshipping T-shirt brand -- utilized an exclusive ambassador program to jump start brand awareness

## Designer

Designed websites and graphics for bands, personal trainers, small businesses, churches, political candidates, and local organizations -- decreased average page load time by 40%, got several clients to the first page on Google

Created style guide for corporate external marketing across multiple mediums -- <https://styleguide.gobycreative.com/>

## Communicator

Prepared a 4 year forecast for a \$1.3B pilot training system -- built relationships with vendors and end users to understand requirements and secured funding from leadership

Managed \$2B/2000 person contract transition -- established weekly and quarterly status reports to stakeholders to solidify integritous relationships and deliver quality results

Worked 100% remotely on a 4 person marketing team for 2 years -- created eCommerce websites, custom coded websites, WordPress websites, and custom graphics for clients