

# Wes Bodkin

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## EXPERIENCE

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- The Go Group — Marketing Director October 2023- Present
- Successfully marketed over \$200M of real estate across Southern California.
  - Developed bespoke branding and websites for luxury new developments, trophy properties, and communities.
  - Introduced and managed the internal digital advertising program, resulting in a substantial increase in new leads.
  - Directed photo and video production for new projects, ensuring high-quality visual assets.
- Rather Studio — Owner and Designer April 2023 - Present
- Secured and directly collaborated with clients from the e-commerce, dating app, and medical fields.
  - Delivered cohesive branding solutions, including web design, email campaigns, and package design.
  - Implemented targeted email marketing and PPC campaigns, driving increased engagement and revenue.
- Murchison-Hume — Digital Marketing Manager December 2021 - April 2023
- Designed and implemented new branding across all physical products and digital platforms.
  - Increased email revenue by 22% through improved design, optimized signup forms and automation flows.
  - Enhanced engagement and conversion rates by optimizing campaigns across Google, Facebook, and TikTok.
  - Managed strategy and production of digital content across organic and paid channels.
- Boston Web Marketing — Account Manager March 2021 - December 2021
- Oversaw a portfolio of 15 clients, identifying opportunities to expand services and drive growth.
  - Delivered a variety of launch-ready assets, including website redesigns, social media content and email newsletters.
  - Boosted traffic and conversion rates through the creation of high-performing landing pages and optimized content.
  - Partnered with the PPC team to design, manage, and optimize ad campaigns.
- One Mnet Health — Digital Marketing Intern June - September 2019
- Designed and wrote copy for organic and paid social media posts.
  - Researched consumer insights and client pain points for potential content opportunities.
  - Planned email campaigns, produced landing pages and improved SEO using Hubspot.
- The Campus Agency — Content Strategy Intern February - June 2019
- Wrote and published weekly articles based on unique insights for target markets.
  - Managed social accounts, earning 80.6K impressions over a 90-day period on Twitter.
  - Managed student brand ambassadors for the New York Times across nine universities.
  - Revamped Google Ad campaigns for The Campus Agency and CollegeFest.

## SKILLS

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Web Design	HTML + CSS, Wordpress, Shopify, Squarespace, Webflow
Adobe Creative Suite	Illustrator, Photoshop, Lightroom, InDesign, Premier Pro
Google Certifications	Analytics, Ads, GTM

## EDUCATION

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Boston University, College of Communication  
May 2020

B.S. in Advertising Communications  
Concentration in Psychology