

Sky Bryner

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SUMMARY

Marketing leader with progressive experience building brands, directing creative teams, and executing multi-channel campaigns that drive measurable revenue growth. Demonstrated strength in brand strategy, email automation, AI workflow integration, and data-driven campaign execution across complex, multi-outlet organizations. Proven ability to align creative vision with business objectives and lead high-performing teams through rebrands, major launches, and digital transformation at scale.

EXPERIENCE

Marketing Creative Manager | Silver Reef Casino Resort | Ferndale, WA *May 2022 – Present*

- Ensured accuracy and brand integrity across all media advertising and branding efforts by collaborating cross-functionally with all property departments, consumers, employees, stakeholders, and external agencies.
- Collaborated with stakeholders at Lummi Communication Company and Silver Reef Casino Resort to transition the marketing and branding efforts for both organizations into a single department by adapting the current creative and social teams into a cohesive unit that uses clear communication and timelines to balance the workload and manage expectations.
- Advanced, streamlined, and elevated the professionalism of creative content for social media and other digital media platforms by incorporating artificial intelligence into the workflow, allowing SRCR to stay up to date with current technologies, competitive in advertising, and meeting brand expectations.
- Led comprehensive branding efforts for a full-service casino resort property, including a 206-room hotel, golf course, multiple F&B outlets, event spaces, 1,000+ slot machines, 15 table games, and a player's club.
- Developed and implemented an internal digital communication system that automatically populated calendar events, ensuring each department can access information for all onsite activities.

Marketing Account Executive | Silver Reef Casino Resort | Ferndale, WA *May 2018 – May 2022*

- Directed the creative marketing team, provided strategic support, and advised promotions and guest service teams, resulting in a 28% increase in consumer growth in carded play.
- Played a key role in rebuilding the marketing team, focusing on enhancing and streamlining visual aspects to improve brand perception and consumer engagement.
- Achieved an 18% increase in email open rates and an 11% increase in click-through rates through the implementation of email automation and a targeted welcome series, driving consumer engagement and brand awareness.
- Managed VIP communications using direct mail and email to build strong customer relationships between consumer and the player development team that consistently exceeded player development targets.
- Collaborated cross-functionally with internal stakeholders and external vendors, ensuring seamless execution of marketing initiatives, managing budgets, and tracking campaign performance metrics.

Marketing Supervisor | Angel of the Winds Casino Resort | Arlington, WA *January 2015 – May 2018*

- Directed the marketing content strategy and execution during significant casino expansions, including the launch of a \$27M, 125-room hotel, a new brewery, 8,800 sq/ft of event space, and 6,000 sq/ft of additional gaming floor, ensuring market readiness and successful new revenue stream introduction.
- Spearheaded the evaluation, selection, and management of a new SaaS email provider, resulting in a 10% increase in slot machine revenue by implementing elevated email marketing standards and highly targeted, data-driven campaigns.

- Led the internal marketing efforts and managed an external agency through a comprehensive company rebrand, ensuring strategic cohesion and driving consistent growth across all internal and external marketing channels.
- Leveraged deep proficiency in marketing technology, including digital signage and billboard management, database administration (phpMyAdmin, MySQL), web technologies (PHP), and magnetic card development, to optimize marketing operations and drive technical efficiency.

Creative Supervisor | Angel of the Winds Casino Resort | Arlington, WA *November 2011 – January 2015*

- Led and mentored a 5-person marketing team in the successful development and execution of marketing promotions, creative campaigns, and unified branding initiatives.
- Responsible for the growth and development of the internal marketing team, including hiring and training graphic design talent to drive revenue.
- Developed new workflows to streamline marketing production, improving efficiency and reducing costs.
- Eliminated reliance on external agencies by developing and implementing a new strategy for in-house design content, resulting in more targeted and attractive materials for diverse consumer segments.

EDUCATION

Bachelor of Science, Marketing/Marketing Management

August 2018

Western Governors University | Salt Lake City, UT

Associate of Arts, Multimedia Design

The Art Institute of Seattle | Seattle, WA

CERTIFICATIONS & TRAINING

- Leadership Development Training (May 2023)
- Effective Guest Conflict Resolution Training (April 2023)
- Sexual Harassment Prevention Training for Managers (May 2023)
- Global Security Basics (July 2021)