



Coleen Byrn is the Senior Digital Strategist at Doe-Anderson. After several years in international marketing at Zoeller Company, she ventured into eCommerce and digital marketing, where she spent her time building consistency in branding, systems, and processes across various divisions and global sales offices; optimizing websites; and opening new eCommerce channels. Coleen holds a bachelor's degree from Bellarmine University in Foreign Language, International Studies and Business Administration. Her natural curiosity for general human behavior and cultural awareness has led her down a path of strategic planning, bridging gaps between processes and business objectives.