

JC Coughlin

Marketing Specialist at Miss Handle It Marketing

misshandleit@yahoo.com - 503-367-8400

- * Advertising director assisting the local community drive new business and increase revenue by way of direct mail advertising. Our goal is to increase the participation of advertisers in the publication with strategic marketing evaluations. Retention of local business's have resulted in 50-60% increase for the client as well as increasing the publication by 200%
 - * Advertising executive with Seccion Amarilla. Spanish Yellow Pages. Assisted local hispanic business's drive financial growth by way of the spanish publication.
 - * Sales Manager with Palm Harbor Homes. Provided sales training, forecasting, land / home sales in conjunction with scheduling site improvements and transport of homes to site.
 - * Insurance Broker performing six month portfolio evaluations with new and existing clients. Adjusting portfolio according to client need.
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Work Experience

Marketing Specialist CFO/CEO

Miss Handle It Marketing

April 2006 to Present

- * Local business development
- * Strategic / target marketing plan
- * Budgeting / ROI reports
- * Relationship building / customer retention
- * Monthly reviews and revenue re-cap reports
- * Participation during grand openings and special advertising events.
- * Tenant Advocate serving all of Oregon (versed in landlord tenant law)

East County Advertising Director

Clipper Magazine

March 2010 to June 2011

- * Building relationships with local business owners by way of individual marketing analysis, solution selling, impeccable follow up and proofing verification.
- * Maintaining close contact with business analyst, art service coordinators, collectors, marketing assistant, regional manager and local colleges.
- * Produced daily reports tracking revenue, allocations, personal production evaluations, daily revision of projections and prospects.
- * Maintained strategic service delivery and account support programs through timely and accurate communication.

Sales / Housing consultant with Clayton Homes

contractorwithnails.com

October 2007 to December 2009

Sales of manufactured homes. Assisted clients in choosing a floor plan, upgrade recommendations, construction education, land purchase and site work coordination.

East County Advertising Executive

Seccion Amarilla

January 2006 to September 2007

Assisted local hispanic business reach out to their communities through the hispanic yellow page publication.

Sales Manager

Palm Harbor Homes

February 2000 to December 2006

Training, tracking projections and reports. Sales of homes and worked with engineers on custom and modifications to floor plans. Design, decor, financing and transportation of modular homes. Worked directly with contractors regarding site prep for delivery of homes. Versed in competitors and construction in all aspects of various models.

Life, Health and Law Agent

Insurance Broker

February 1986 to February 2000

Independant agent serving Oregon territory. Provided profile evaluations, offering clients life, health, long term care, medical suppliments, long and short term disability products from companies appropriate to their profile needs.

Education

Bachelors in Sales, Marketing, Communication

University of Oregon

1984 to 1988

Skills

* Listening skills / Closer / Marketing analysis / Plan of action / proposals / Follow up / Client commitment / Implementation / Tracking reports / future marketing plans., * Creative marketing / strategic planning / proven results, * Very social. Enjoy working in a team enviroment and excel when working independently., * Organization / Time managment / Muti tasker, * Expert negotiator / Influencer / Strongcloser / proven solution selling

Links

<http://clippermagazine.com>

<http://www.linkedin.com/in/jcandcompanyconsulting>

Awards

* Batchelors degree with University of Oregon /Sales, Marketing and communication

* Award finalist and top producer in the region, First 6 months with Clipper magazine

* Convention qualifier and top 20 producer nation wide with Palm Harbor Homes.

* Insurance Broker top 10 producer nation wide 12 years consecutivly.

Groups

Department of Fish and Wildlife.

my small groups group thru church

local Chamber

Take the Lead

Additional Information

Interests: Cooking, skiing, rafting, fishing of any kind, crabbing, the beach, mountains, camping, fashion, SHOES!!!!, decorating, my home, cars, animals, taking in local venues, I'm a HUGE Foodie!!!!, traveling, my church community, my daughter, fine wines and social/business networking durring my off time.