



MARKETING PROFESSIONAL AT LARGE

Wanted: A company that can utilize my marketing and design skills

JEREMY M. COAD

E-Mail: me@jeremymcoad.com

MARKETING PROFESSIONAL

Marketing Management • Advertising • Internet Marketing • Customer Loyalty Marketing
Promotion Management • Creative Copy Writing • Web Hosting • Graphic Design
Campaign Analysis • Public Relations • Program Management • Events Coordination

Marketing professional with a track record in delivering successful marketing campaigns and tangible results. Possess excellent customer service, communication, and people skills. Personal qualities include detail-oriented, efficiency, adaptability, fast-learner, drive, and positive attitude.

PROFESSIONAL EXPERIENCE

MVP/Marketing Manger -

January 2008 - Present

Jim's Harley-Davidson - St. Petersburg, FL

- Create, develop, and market promotions for all departments including: MotorClothes, Parts & Accessories, Rentals, Rider's Edge®, Bike Sales, and Service.
- Manage Marketing Department and execute related functions such as scheduling, moral boosting, recruitment, conflict resolution, goal setting etc.
- Manage, maintain, and market customer loyalty program, Motorcycle Value Program (MVP).
- Develop and market in-store promotions targeting new market segments.
- Create, coordinate, and market MVP and customer events with relationship marketing.
- Increase Jim's H-D brand awareness in the Tampa Bay area.
- Establish and maintain relationships with vendors for dealership events.
- Develop marketing materials to promote the dealership at various community events.
- Maintain the dealership website and MVP website.
- Create email newsletters for dealership and MVP list separately.
- Create additional loyalty programs under the MVP umbrella.
- Maintain community public relations with programs such as the Great American Teach In.
- Produce creative copy for radio media.
- Create and design copy and ads for various print media.
- Increase our email marketing saturation and subscriber list.
- Educate and train Jim's employees on every aspect of MVP.
- Develop annual strategic marketing plan.
- Align promotions and specials with Harley-Davidson Corporate.

Web Developer/Graphic Artist -

March 2008 - Present

International Beer Garten - Lutz, FL

- Developing International Beer Garten's (IBG) logo and brand image.

Jeremy Coad - 1 of 2



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PROFESSIONAL EXPERIENCE CONT.

- Designing, developing, and updating IBG website.
- Designing marketing materials including business cards, flyers, and menus.
- Email marketing and email database managing.
- Promotion and business consulting.
- Creative copy writing on all ads, programs, and communications.

Marketing Assistant -

August 2007 - December 2008

Jim's Harley-Davidson - St. Petersburg, FL

- Executing administrative tasks for the MVP/Marketing Manager.
 - Developing ideas for future promotions, events, and marketing efforts.
 - Producing memos informing staff of current and future promotions.
 - Creating and distributing a monthly dealership publication.
 - Data entry - MVP applications and administering point allocations.
 - Developing annual strategic marketing plan.

Property Management Assistant -

May 2004 - May 2005

Century 21 Mills First - Largo, FL

- Daily Activities included:
 - Operating and updating the RNS property management program.
 - Drafting rental agreements for new and existing tenants.
 - Compiling and disbursing owner statements and checks.
 - Accounting for rent collections, vendor bills, and owner earnings making sure parties were paid accordingly.
 - Handling tenant, owner, and vendor calls when manager was not present.

EDUCATION

Bachelor of Science

August 2008

University of South Florida

Major: Marketing; Cumulative GPA: 3.4

Associate of Arts

May 2005

University of South Florida

Major: Business Management; GPA: 3.5

Additional Skills:

- Proficient in Microsoft Word, Excel, PowerPoint, and Access.
- Adept in Adobe Photoshop, Bridge and Dreamweaver.
- Ability to type 80 words per minute.

Design Portfolio & References - Available Upon Request