

Contact

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(LinkedIn)
www.cobieconcepts.com
(Company)
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Top Skills

Marketing
Marketing Strategy
Strategy

Languages

Spanish (Professional Working)
English (Native or Bilingual)
Italian (Limited Working)

Honors-Awards

Top 40 Under 40
Apex Award
Crystal Quill Award for Excellence in Writing

Cobie Jane

marketing specialist/strategic connector/champion of health
Greater New York City Area

Summary

I am an efficient communicator with over 20 years of experience in public relations, advertising and marketing - most recently in the health and wellness space. Count on me when you need a strong writer and a creative thinker with an eye for design and a gift for strategic networking. My colleagues can attest that I am a team player who inspires collaboration and compromise.

Experience

Cobieconcepts, LLC

Owner

January 2002 - Present

Greater New York City Area

- Created unique brand identity, website structure, biography and comprehensive marketing strategy for launch of Summer Street Studio
- Developed website and content for Christal Cori, lymphatic-focused regenerative therapy
- Enhanced marketing of New Canaan Racquet Club via website, social media and client communications
- Collaborated on ad hoc development projects for NCLC such as Pine Street Concessions and PreOH
- Positioned Parent Connections to stand out in the parent enrichment space by editing marketing materials and creating social media channels
- Created biography to differentiate DesignDot from its competitors
- Built and maintained website, social media, on-hold advertising script, marketing, blog, annual topDentist application, mailings and advertisements for local sponsorships for Dental Center of Huntington
- Developed website content and flow, shaped key messages and defined unique brand identity for New Canaan Community Nursery School
- Evaluated potential of entrepreneurial ideas to successfully launch into businesses for companies such as Faithful Paws Mission, Wendy Loves This, Latin Bag, Simple Soirée, GoWeb3d and Market Exceptions

- Devised unique value proposition, marketing plan and brand launch for 71 Ocean clothing line
- Created name and tag line to successfully position Full Plate Cooking Lessons in a crowded marketplace
- Guided differentiation of Pryority Wellness and transition from Pryority Fitness brand
- Wrote article for newspaper and contest application to highlight credentials of pediatric occupational therapist and eBeanstalk advisory panel member, Barbara Greenspan
- Planned special events to attract younger members to balance demographic of Kappa Kappa Gamma Alumni Association of Fairfield County
- Brainstormed creative ideas to improve participation and fundraising efforts for Emory University Alumni Association

Z&J International

Marketing

January 2017 - Present

Greater New York City Area

- Maintain Z&J International brand through website, social media, collateral and strategic partnerships
- Create distributorships for products with unique value propositions
- Research and pitch potential clients and partners
- Focused import/export strategy on sourcing packaging, products and branded items directly from factories and farms
- Established export market for coconuts from Ghana (first company to export coconuts from Ghana)
- Passed laboratory tests and exported coconuts from Ghana to the Dominican Republic for Goya Foods
- Evaluated potential of short-term retail opportunity, which led to Z&J Furniture project
- Negotiated transfer of furniture inventory for sale by Lillian August, a high-end retailer

Z&J Furniture (Pop-Up Store)

Co-Owner

August 2017 - December 2017 (5 months)

Greater New York City Area

- Expedited development of brand, target demographic and marketing strategy to liquidate four containers of designer furniture in a three-month retail venture

- Developed web pages, collateral, signage, photography and business listings
- Managed customer service including earning reviews, soliciting customer photographs and online and in-person testimonials
- Executed targeted Google, Facebook, Yelp, Instagram and LinkedIn social media campaign
- Created 13 special events over three months with local businesses and non-profit organizations to expand brand awareness and increase sales
- Established a network of relevant contacts in the furniture, staging, real estate and interior design industries
- Represented company at local networking events
- Developed an agreement with a high-end furniture chain to sell remaining inventory

Halo Studios, LLC

Strategic Marketing Consultant

May 2014 - February 2016 (1 year 10 months)

45 Grove Street, New Canaan, CT 06840

- Developed name and brand
- Wrote content for website, collateral and social media
- Created opportunities to work with target influencers and non-profit organizations to increase traffic
- Supported anchor tenants including Priority Wellness, Bodymechanics, Nearwater Pilates, New Canaan Racquet Club, Sama Yoga, Halo Fitness and Norwalk Hospital in development and execution of targeted marketing strategy
- Attracted fractional tenants who fit target demographic
- Forged strategic alliances and partnerships among tenants, local businesses and organizations
- Managed media relations

ibml

Director of Marketing

November 2000 - December 2002 (2 years 2 months)

- Created international marketing campaign that supported 50% sales growth
- Designed Web site, interactive CD, brochures, advertisements and press releases
- Secured INC 500 status, CNN coverage, Product of the Year and other awards
- Rolled out vertical market-based sales strategy

- Built effective team to execute strategic marketing, public relations and special events
- Developed productive relationships with local, national and trade media

Regulus

National Public Relations Manager

October 1998 - November 2000 (2 years 2 months)

Birmingham, Alabama

- Developed corporate marketing, public relations and advertising strategy
- Created sales collateral, press releases, case studies, biographies and media briefs
- Wrote high technology articles published in e.bill and Document Processing Technology
- Led AccuDocs' Design Team in creation of all branded materials, Internet and Intranet sites
- Provided executive team with strategic counsel and message points in preparation for interviews
- Collaborated with venture capitalist/management team to attract buyer (Regulus Group, LLC)

UPS

International Public Relations

October 1997 - June 1998 (9 months)

- Managed global coordination and execution of UPS International media campaigns
- Conducted media relations for Ron Wallace, president of UPS International
- Served as liaison between UPS region contacts, public relations agencies and media
- Designed region and country fact sheets for 180 countries and territories
- Developed text and creative layout for multimedia presentation
- Wrote biographies, press releases, media briefs, corporate information and media kits
- Coordinated UPS International Public Relations Meeting and La Milla del Niño

SportsMark Management Group

1996 Summer Olympic Games Tour Guide

June 1996 - August 1996 (3 months)

Greater Atlanta Area

- Executed complex lodging, food, entertainment and transportation plans for the Top 100 Olympic Athletes and global Xerox executives to and from Olympic venues, the JW Marriott, Breakfast of Champions and the Olympic Village

Education

Emory University

BA, Majored in English and Spanish, Marketing Internship through Goizueta Business School · (1993 - 1997)

West Windsor-Plainsboro High School

· (1989 - 1993)