

COBIE JANE

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SUMMARY

BRAND BUILDER/CONNECTOR

Strong writer, creative thinker and connector with an eye for design and a gift for strategic marketing. Accomplished in developing brands, leveraging social media and creating content to boost customer engagement while driving sales.

WORK HISTORY

BRAND BUILDER 01/2002 to CURRENT

Cobieconcepts | New Canaan, CT

- Redefine Roger Sherman Inn and promote via social media channels, website and collaborative events
- Maintain targeted marketing strategy, website, collateral, signage, photography, business listings, testimonials and social media for Z&J International
- Devised 13 special events for Z&J Furniture in collaboration with businesses and non-profit organizations to sell four containers of designer furniture in a three-month retail venture
- Negotiated an agreement with high-end furniture chain Lillian August to sell remaining inventory from Z&J Furniture pop-up retail store
- Cultivated 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
- Established name and brand, website content, collateral, media relations and social media for wellness center Halo Studios in New Canaan, Connecticut
- Supported Priority Wellness, Bodymechanics, Nearwater Pilates, New Canaan Racquet Club, Sama Yoga, Halo Fitness and Norwalk Hospital in development and execution of targeted marketing strategy
- Recruited fractional tenants while forging strategic alliances with organizations, business ambassadors and local influencers
- Built and maintained website, social media, on-hold advertising script, marketing, blog, annual topDentist application, mailings and advertisements for Dental Center of Huntington for over ten years
- Shaped website content and flow, key messages and unique brand identity for New Canaan Community Nursery School
- Devised value proposition, marketing plan and launch for 71 Ocean clothing line
- Differentiated Priority Wellness and transitioned from Priority Fitness brand

MARKETING DIRECTOR 11/2000 to 12/2002

IBML | Birmingham, AL

- Created international marketing campaign that supported 50% sales growth via a vertical market-based sales strategy and relationships with media
- Designed website, interactive CD, brochures, advertisements and press releases
- Secured INC 500 status, CNN coverage, Product of the Year and local business awards
- Built team to execute strategic marketing, public relations and special events

NATIONAL PUBLIC RELATIONS MANAGER 10/1998 to 11/2000

Regulus | Birmingham, AL

- 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 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)

EDUCATION

BACHELOR OF ARTS, ENGLISH/SPANISH 05/1997

Emory University | Atlanta, GA

- Dean's List, Mortar Board, Phi Sigma Iota, Order of Omega
- Kappa Kappa Gamma and Emory Panhellenic Council
- Completed public relations, marketing and event planning internships with Cadillac, Peachtree Center, SportsMark Management Group (1996 Summer Olympic Games), Emory Alumni Office and Mediaworks

ADDITIONAL INFORMATION

- Fluent in English and Spanish, Working Knowledge of Italian
- American and British Citizenship
- Non-Union Actor with Certificate in Commercial Acting, Teleprompter and Modeling Experience