

# WILLIAM M. COUGHLIN

[www.BillCoughlinWriter.com](http://www.BillCoughlinWriter.com)

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## PROFESSIONAL EXPERIENCE

**September 2013 to Present**  
**Freelance Writer and Marketing Consultant**  
**Hoboken, New Jersey**

- Work with small to mid-size businesses and non-profit organizations to develop and implement integrated marketing communications, social media, and public relations plans.
- Write and produce communications pieces aimed at positioning clients as thought leaders and experts in their respective industries. Deliverables include web site copy, social media copy, magazine articles, press releases, case studies, and biographies.
- Develop marketing pieces designed to grow client customer bases and revenue streams. Project deliverables include brochures, ads, direct mailers, email campaigns, flyers and sales presentations.

**August 2011 to August 2013**  
**Long-term Consulting Assignment**  
**MetLife**  
**Global Tech & Ops**  
**Business & Operations Management**

- Wrote and produced marketing materials to help position division as a thought leader in organizational re-engineering and operations management with internal customers and prospects. Deliverables included intranet copy, newsletters, case studies, PowerPoint decks, executive emails, surveys, organizational branding, elevator speeches, fact sheets, and brochures.
- Planned and delivered quarterly Employee All Hands Meetings. Involved agenda development, communications planning and delivery, logistics support, timeline development and management, attendee handout production and delivery, and preparing results reports for senior leadership.

**January 2010 to July 2011**  
**Freelance Writer and Marketing Consultant**  
**Hoboken, New Jersey**

- Worked with small to mid-size businesses and non-profit organizations to plan and implement integrated marketing communications and public relations plans.
- Wrote and produced communications, including web site copy, magazine articles, press releases, brochures, direct mail, executive biographies, and RFPs.

**2008 to 2009**  
**Marketing and Communications Director**  
**J.H. Cohn LLP Accountants**  
**Edison, New Jersey**

- Directed media relations, marketing communications, thought leadership, marketing message development, advertising, strategic events, and web content development and management activities.
- Wrote and produced RFPs, press releases, brochures, direct mail pieces, practice descriptions, partner biographies, articles, ads, and case studies.

**2007 to 2008**  
**Director, Marketing & Communications**  
**Connell Foley LLP**  
**Roseland, New Jersey**

- Directed all media relations, marketing communications, marketing message development, advertising, strategic events, and web content management activities for this prestigious New Jersey law firm. Secured article placements in trade publications. Wrote web copy, brochures, ads, lawyer biographies, newsletters, practice descriptions, press releases, and RFPs.

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**2005 to 2007**

**Sr. Manager, Marketing Communications**

**White & Case LLP**

**New York, New York**

- Directed all marketing communications, messaging, brand management, advertising, and client newsletter creation for this global law firm's 40 practice areas.
- Worked closely with practice development managers to develop and implement communications plans.

**2002 to 2005**

**Director, Communications**

**Bowne & Co., Inc.**

**New York, New York**

- Directed all marketing communications, messaging, brand management, corporate identity, media relations, analyst relations, and trade shows. Managed a \$1 million marketing budget.
- Developed editorial content for the corporate web site and all marketing communications and public relations deliverables, including brochures, e-marketing campaigns, data sheets, white papers, press releases, backgrounders, and sales presentation materials. Also secured article placements.

**2000 to 2002**

**Director, Corporate Communications**

**Omegon, Inc.**

**Lebanon, New Jersey**

- Directed all marketing communications, corporate identity, media relations, analyst relations, and trade show activities for this telecom software start-up company.
- Successfully launched the company and its flagship software product at a major national trade show. Included overseeing the design and construction of a \$100K booth, conceptualization and production of signage, and development of web content, brochures, and press releases.

**1998 to 2000**

**Director, Corporate Communications**

**Quality Systems & Software, Inc.**

**Mt. Arlington, New Jersey**

- Directed all marketing communications, messaging, corporate identity, advertising, media relations, and analyst relations efforts worldwide for this \$30 million provider of requirements management software.
- Overhauled the corporate identity program. Worked with branding agency to develop new company and product family logos, trade show booth, and brand and corporate messaging. Included development of graphic imagery, collateral, stationery, and a complete web site re-design.

**1983 to 1998**

**Director, Marketing and Communications**

**AT&T, Inc.**

**Basking Ridge, New Jersey**

- Directed communications activities for the AT&T True Rewards customer retention program. Included ensuring consistency of all True Rewards brand messaging targeted at the program's 17 million consumer members. Elements included direct mail packages, TV ads, and print advertising.
- Served as speechwriter for senior AT&T executives. Also wrote employee and customer newsletters.
- Developed and executed communications plans associated with new product introductions for telecommunications equipment. Wrote and produced brochures, advertising, data sheets, videos, web content, direct mail pieces, marketing guides, sales presentations, and press releases.

## EDUCATION

Fordham University

Bronx, New York

Bachelor of Arts, Communications