

**EDUCATION**

BA: Advertising Design  
The University of  
Maryland at  
College Park, MD

**LANGUAGES**

Fluent French  
Proficient Spanish

**RESIDENCY STATUS**

U.S. and French citizen

**AWARDS**

Aurora 2005  
Regional Addy 2004  
Print Annual 2003  
Print Annual 1996  
Print Annual 1994  
American Corporate  
Identity 1994

**TECHNICAL SKILLS**

Adobe Suite CS4  
MS Office Suite  
Quark XPress  
Mac and Windows  
systems, peripherals  
for design, digital  
editing and web  
streaming

WordPress,  
Joomla!

Traditional and  
digital photography,  
image enhancement

Video production  
Final Cut Pro

LexisNexis

Chicago and AP styles

**REFERENCES**

(Available at  
[jacquescoughlin.com](http://jacquescoughlin.com))

**I am a pragmatic, decisive manager and communications expert recognized for developing effective solutions to complex challenges. I craft strategies and programs grounded in research and audience focus, and deliver impeccable execution. I mentor and motivate talent, and instill a sense of teamwork, ownership, urgency and accountability.**

**A summary of my professional experience appears below. A more detailed outline of my career is available at <http://www.jacquescoughlin.com/experience/resume/>.**

**JUL 2009 - PRESENT | MARKETING COMMUNICATIONS CONSULTANT | WASHINGTON, DC**

**Independent consultant:** Develop and implement integrated marketing communications plans using multiple media, such as the Web, social networks, videos, print collateral, and exhibits; design and build Web sites, including information architecture, wireframing, and usability testing.

**SEP 2007 - JUL 2009 | CREATIVE DIRECTOR | FD PUBLIC AFFAIRS | WASHINGTON, DC**

**Director of in-house agency:** Developed and implemented marketing communications programs for government, corporations and non-profits to achieve policy, business and advocacy objectives; managed projects and client relations; led business development activities, including proposal writing; administered budgets and operating procedures; evaluated performance and profitability; led and mentored team of four.

**JAN 2000 - SEP 2007 | DIRECTOR, CREATIVE SERVICES | NATIONAL PUBLIC RADIO | WASHINGTON, DC**

**Head of department:** Developed and executed communications plans across media platforms for business-to-consumer marketing, business-to-business marketing, brand management, revenue development, member relations, corporate and internal communications, media and public relations, and consumer product development; advised senior management on strategic initiatives; managed branding and licensing activities; managed budgets and operating procedures, including forecasting, information systems, and outsourcing; led and mentored five-person team.

**OCT 1997 - JAN 2000 | SENIOR MANAGER, CREATIVE RESOURCES | IRIDIUM, LLC | WASHINGTON, DC**

**Head of marketing communications programs for global telecommunications company:** Participated in launch of new worldwide brand and first-ever global mobile satellite phone service; created and managed programs to produce and distribute marketing, sales, and corporate communications tools to 16 affiliate companies worldwide in more than 10 languages; devised and executed branding programs across global sales regions; managed \$4.5 million budget and outsourcing.

**APR 1994 - OCT 1997 | VP, ART DIRECTOR | SUPON DESIGN GROUP (DISSOLVED) | WASHINGTON, DC**

**Managing art director:** Shared operational management of agency; developed and executed design solutions for marketing, branding, and corporate communications; managed projects and accounts; cultivated relationships with clients ranging from Fortune 500 corporations to trade associations; supervised and mentored 12 designers; supported business development activities.

**MAR 1991 - APR 1994 | ART DIRECTOR | J. GIBSON & COMPANY (DISSOLVED) | WASHINGTON, DC**

**Art director:** Led development and execution of design solutions for corporations, associations, coalitions, and NGOs to enable their marketing and outreach objectives; managed projects and client relations; supported business development; supervised four-person team and outsourcing.