

LYNNETTE COVERLY

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Objective

Pro-active, hands-on marketing professional with strengths in project management, copywriting, media relations, graphic design and layout, brand development, and vendor/staff management seeking to enhance the marketing and promotions of local businesses and organizations.

Professional Skills

Public Relations and Communications

- Leverage established relationships with members of the media to effectively position clients as experts in their fields and therefore valuable media resources/interviewees.
- Continue to build awareness for client's unique transit information product by establishing solid relationships with local and industry-specific journalists and bloggers. Have successfully earned publicity in several newspapers, online newsletters and magazines.
- Through consistent story pitching, writing of compelling press releases, and creating effective media partnerships, increased publicity for regional bank by 200% achieving over \$80,000 in earned media in one year.
- Experience in crisis management. Specifically, communicated with media and passengers during union negotiations for two different transit agencies, as well as natural disaster threat (Tsunami), fare increases, and challenging departure of General Manager.
- Ghost write articles for clients, which includes research, interviews, and use of AP Style writing guide. Articles have included topics on: transit, dogs, and products.
- Provide copywriting services for client websites, ensuring SEO integration for maximum online searchability. Clients include: attorneys, heating and cooling company, dog products, asbestos abatement services, janitorial and maid services, window/door company, and more.
- Identify social media opportunities to enhance clients overall marketing efforts as well as to increase online organic search results. Committed to continually growing with social media as it evolves so that clients are ahead of the competitive curve. Experienced in leveraging: Facebook, Twitter, YouTube, Google+, Yelp, Instagram, Pinterest and more.
- Developed and published *Community Voices* magazine as a marketing tool distributed through local newspaper. Effectively increased bank's brand awareness while providing a sales tool for lenders and relationship bankers.
- Conceptualized and developed annual report for public holding company, working with designers, photographers, and multiple departments to collaborate and write content.
- Interpreted and communicated legal human resources issues to 25,000+ co-workers nationwide.
- Comfortable with public speaking and delivering professional presentations to all levels of management, Boards of Directors, City Councils, employees, and large audiences.

Graphic Design and Desktop Publishing

- Produce marketing materials from annual reports to magazines and newsletters, posters to brochures, web ads to maps, sales books to white papers, and newspaper to large-format bus advertisements for former employers and clients.
- Experience designing route maps for transit agencies utilizing Illustrator, InDesign and "styles."
- Well versed in using Styles, in both MS Word and InDesign, to create templates and consistency across marketing materials.

- Experience creating PowerPoint presentation templates and complete slide shows.
- Developed easy-to-use, pocket-size map drawing non-traditional riders to public transit and securing sponsor to partially offset costs. Achieved national recognition from the American Public Transportation Association.

Marketing Leadership and Sales

- Experience developing extensive marketing plans, where none previously existed, for both a \$640 million asset bank and a transit district carrying over 7 million passengers. Budgetary responsibilities have exceeded \$600,000.
- Facing budgetary constraints launched campaign to increase unaided brand awareness in the market. Included survey development and analysis, development of updated logo, brand promise, values, position, and story. Established *Hospitality Service Promise* and *Five Stars of Empowerment* to ensure consistent brand deployment across all divisions.
- Manage multiple client websites utilizing WordPress, Joomla, Wix, Big Commerce and Online Access.
- Sales experience securing over \$250,000 in transit advertising annual revenue. Restructured program resulting in 90% repeat contracts despite a rate increase that achieved an additional 20% in revenue.
- Increased transit-advertising sales for local transit agency client from an average of 42% booked space to 75%.

Media Placement

- Maintain quality, established relationships with radio groups in Santa Barbara, Ventura, and Los Angeles markets.
- Extensive experience in direct mail (both solo and shared) working with list managers, printers, and mail houses.
- Experience working with SEO
- /SEM vendors to ensure best online exposure and ROI.
- Media buying experience includes radio, print (magazines, newspapers), television (broadcast and cable), in-theater, billboard, in-store closed-circuit television, mall advertising, and transit advertising.

Program Development and Project Management

- Manage website development projects, acting as the liaison between the client and the developer and often providing creative art direction.
- Experience developing and launching new financial products and services including marketing, staff training, and success tracking. *Example: Launched Great Rate Checking* resulting in 300% annual growth in new relationships and 6.5% growth in average balances while maintaining less than 2% cost of deposits.
- Brought together law enforcement, school district, and transit operations (including drivers) to develop bus safety program to reduce the number of incidents caused by middle school passengers utilizing public transit. In first year incidents decreased by over 80% and driver satisfaction increased exponentially.
- Worked for limited-edition collectibles firm importing goods, overseeing product development, handling direct mail marketing, forecasting and tracking sales. Generated over \$200,000 average profit per product.
- Strong research and development skills including vendor sourcing and negotiations, managing designers, printers, media sales, and fulfillment houses resulting in quality products completed on time and within budget.

Event Organization

- Organized customer educational events securing speakers, developing promotion and handling all day-of-event aspects. Events included securing nationally recognized author on Health Savings Accounts and partnering with local law enforcement, DA's office, and media to host community-wide Identity Theft Protection/Shredding events.
- Organized public meetings and employee trainings on behalf of transit district, which included Brown Act and public meeting notice requirements.
- Chair fundraising events for local non-profit and public high school (increased profitability by 80% over two years)

Volunteerism

- Have served on committees and boards for Women's Economic Ventures, Ventura Community Park, People's Self-Help Housing, Ventura County Medical Resource Foundation, Ventura County 4-H, Foothill Technology High

School, Food Share's Trick or Treat So Others Can Eat, and the National Kidney Foundation. Currently involved with ASPIRE-entrepreneur education initiative and Summerfest-free healthy living event in Ventura, CA.

- Extensive volunteer recruitment and leadership training experience for University of California Cooperative Extension educational youth program, reaching over 1,000 youth and 350 adults.
- Ability to organize volunteer groups, forge relationships with consistent new supporters, and achieve thousands of dollars in goods, services, and monetary donations through successful fund-raising efforts.

Computer Skills

- Design and layout - In-Design, Illustrator, Photoshop, Adobe Pro.
- Website Content Management – WordPress, Joomla, Big Commerce, Wix, and Online Access.
- Desktop Publishing – Word, Excel, PowerPoint

Honors, Memberships, and Recognitions

- Recognized top referral source from bank's corporate office, resulting in approx \$700,000 in deposits
- Pacific Coast Business Times, Class of 2006, "40 Under 40"
- Published author, Bike & Bus Case Study, Bicycle Countermeasure Selection System (BikeSafe), 2002
- Certified adult leader, Ventura County 4-H community youth program, 1993-present
- Regional Representative, 4-H State Leaders Council, 1997-1999

Education and Training

- Certified Financial Marketing Professional (CFMP), certified by the Institute of Certified Bankers, 2008
- ABA School of Bank Marketing and Management, Southern Methodist University, Dallas, 2007/08
- Bachelor of Arts, Sociology, University of California, Santa Barbara, 1990
- Certified mediator in conflict resolution management

Employment Profile

Coverly Professional Services, PO Box 6712, Ventura, CA
July 2010 to Present – Owner

Community West Bank, 445 Pine Avenue, Goleta, CA
December 2004 to June 2010 - Vice President, Marketing

Santa Barbara Metropolitan Transit District, 550 Olive St., Santa Barbara, CA
July 1999 to December 2004 - Manager of Marketing

Kinko's, Inc. (Corporate Office), 255 West Stanley Avenue, Ventura, CA
September 1997 to July 1999 - Human Resources, Project Administrator

Santa Barbara Metropolitan Transit District, 550 Olive St., Santa Barbara, CA
January 1995 to September 1997 - Marketing/Public Relations Assistant

Pemberton and Oakes, 133 East Carrillo Street, Santa Barbara, CA
July 1990 to May 1994 – continual growth from Customer Service Representative to Systems Operations Assistant to Distribution Manager, New Product Development and Project Manager