

Michelle Cothorn



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Career Objective

To leverage my extensive client facing experience, management skills and expertise within a marketing role in a growth oriented company. Utilize strong communication skills, leadership ability and experience in building of collaborative relationships to support company objectives.

Professional Experience

Mike Fowler Appraisals – Jonesboro, Arkansas
Real Estate Appraiser Trainee

February 2016 - Present

- Assessing possessions, properties and real estate value for insurance coverage and claims, adjustments, renovations and repairs
- Performed qualitative analysis of real estate data

Arkansas Democrat Gazette – Little Rock, Arkansas
Director of Zoned Advertising Sales

August 2006 - January 2016

- Research and develop new advertising strategies to increase profitability and cost effectiveness
- Build and maintain strong relationships with clients. Handled major accounts and serviced a territory
- Meet weekly and monthly sales targets
- Operate within the budget limits
- Develop and implement artistic strategies for advertising campaigns
- Created, managed and reconciled budget up to \$3M
- Coordinate with the other departments to ensure that the campaigns meet the quality and schedule deadlines
- Seamlessly planned, designed and directed the execution of special events

Arkansas Democrat Gazette
Advertising Sales Manager

August 1996 - August 2006

- Create and manage marketing strategies for clients products
- Coordinate with the creative team to develop advertising campaigns within the clients budget
- Manage a team of account executives to successfully execute advertising projects
- Identify prospective customers for new business opportunities
- Ensure that weekly and monthly sales targets are met
- Manage the account expenses within the allotted budget



Education

Ouachita Baptist University
Arkadelphia, Arkansas
Bachelor of Arts: Communications

Affiliations

Kiwanis International

Unity Health Foundation Board

Chamber of Commerce Member

Main Street Searcy

Downtown Merchants Association

FUMC Youth Advisory Board



References

Ms. Cassandra Feltrop

Executive Director Unity Health Foundation
1200 S. Main St.
Searcy, AR 72143
501.388.2645
cfeltrop@wcmc.org

Ms. Liz Morris

Power Talk Productions
2340 Trinity Mills Rd. Ste. 300
Carrollton, TX 75007
214.682.9944 liz.morris@powertalkproductions.com

Ms. Kristi Thurmon

Marketing, Public Relations & Social Media
First Security Bank
1118 S. Main St.
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Mr. Estel Jeffery

Director of Promotions, Retired
Arkansas Democrat-Gazette
Little Rock, AR
501.920.4354