




James Cooney

Experienced Marketing + Communications Expert

cooney.jim@gmail.com  908.723.4229  <http://jim-cooney.com>

 [Facebook.com/cooneyjim](https://www.facebook.com/cooneyjim)

 [Twitter.com/cooneyjim](https://twitter.com/cooneyjim)

 [Instagram.com/cooneyjim](https://www.instagram.com/cooneyjim)

 [LinkedIn.com/in/cooneyjim](https://www.linkedin.com/in/cooneyjim)

Professional Experience

Integrated Marketing Manager

National 4-H Council – Chevy Chase, MD

- Managed and grew more than \$6 million in partnership revenue through marketing activations
- Earned more than one billion media impressions through strategic media relations operations

Communications Manager

The Harwood Institute for Public Innovation
Bethesda, MD

- Designed and implemented national book tour, growing partnership with the American Library Association
- Secured media placements in Huffington Post, NPR, Hartford Courant and ABC, NBC and CBS affiliate among others, growing the organizations notoriety

Marketing Consultant

Long Fence and Home – Beltsville, MD

- Managed the company's SEO and SEM practices, optimizing the site for high-traffic keywords

Assistant Account Executive

Kirvin Doak Communications – Las Vegas, NV

- Led media outreach efforts for launch of M life, with placements in USA Today, LA Times, Businessweek, Forbes and other top-tier media

Assistant Account Executive

BRAINtrust Marketing + Communications – Las Vegas, NV

- Developed communication crises plans, drafted press releases, pitched stories, coordinated events and managed targeted e-blasts for a variety of hospitality and dining clients

Account Manager

BurrellesLuce – New York, N.Y.

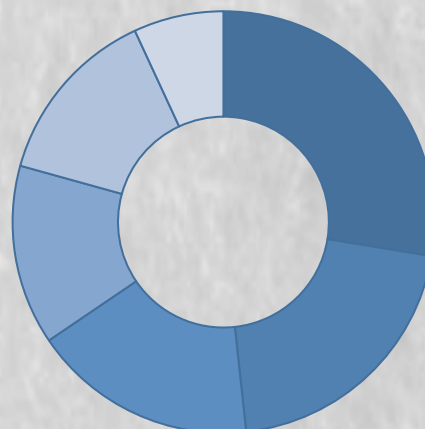
- Managed media monitoring and analysis efforts for more than 300 high-end clients such as IBM, Apple and Time Warner resulting in contract renewals

Education



The College of New Jersey
Bachelor's Degree - 2006
Communication Studies

Wheel of Expertise



- Media relations
- Event management
- Social media planning
- Partnership marketing
- Campaign management
- Crisis communication

Strengths and skills

Hard-working

Persuasive writing

Strategic thinking

Campaign planning

Outside-the-box ideation

Team leader

Results-driven

Dedicated

Funny

Passions

