

Lisa J. Coatti

58 Day Avenue Suffield, CT 06078 (860) 748-0678 Lisa@Coatti.net

Profile

Motivated, personable business professional with a strong background in technology, writing and analysis as well as a successful 10-year track record of freelance business ownership. Talent for quickly mastering technology – including database management, Microsoft Office Suite, email marketing and web design. Affinity for writing with experience in reporting, blogging and social networks. Diplomatic and tactful with professionals and non-professionals at all levels. Demonstrated history of accuracy, innovation, reliability and professionalism in deadline driven environments.

Skills Summary

- ◆ Database Marketing
- ◆ Communications
- ◆ Freelance Writing
- ◆ Desktop Publishing
- ◆ Social Networking
- ◆ Database Design
- ◆ Word, Publisher, Powerpoint
- ◆ Blogspot, Wordpress
- ◆ Data Analysis
- ◆ Email Marketing
- ◆ Research and Reporting
- ◆ Web Design
- ◆ Competitive Intelligence
- ◆ Professional Presentations
- ◆ Spreadsheets
- ◆ Photoshop

Professional Experience

COMMUNICATION: Writing, Social Network, Publishing

Suffield Patch, *Writer*, *Mom's Talk Blog*, February 2011 to Present

Write a weekly blog column on subject of parenting in response to prompted question from the Editor.

First National Bank of Suffield Community Calendar, *Editor/Writer*, June 2006 - Present

Research and write monthly newsletter distributed with customer monthly bank statements. Researching and writing an article each month based on local history. Contacting community organizations, government offices and clubs to create a monthly calendar of events for three towns. Design and create a cover to highlight local events and activities. Design and Manage Business Facebook page: Work included initial set up and customization of page, posting original, relevant and timely communication, and incorporating a monthly calendar of community events.

Southwick Suffield News, *Freelance Correspondent*, January 2009 –January 2010

Research and write feature articles and special interest pieces on town meetings and events on a weekly basis. Responsible for photographs, interviews and all aspects of newspaper reporting.

Suffield Observer, *Volunteer*, January 2005 – January 2009

Support the Advertising Production department. Responsibilities include working with clients to create customized ads and creating the monthly paper advertisement layout. help with obtaining contracts and general customer service for advertisers.

BUSINESS: Small Business Management, Database Marketing, Research, Analysis and Reporting, Competitive Intelligence

Metronome Business Services, *Owner*, January 2004- Present

Small Business Services specializing in desktop publishing, web design, email marketing, general computer production, database management, and business analysis and support. This includes reporting and small business management, competitive and industry analysis, business writing, and ad hoc projects.

Dun & Bradstreet, *Senior Marketing Analyst*, September 2000- January 2003

Managed quarterly processing of software renewal shipments via SQL. Restructured existing process to automate procedure effectively cutting process time by 75%. Created and managed database audit procedure and database standardization processes. Implementation of procedure increased overall data accuracy and reduced duplication errors. Installed and monitored commercial data matching software (*DataFlux*), championing audit process, implementing and overseeing database standardization process and developing new processes to eliminate data duplication and ensure database quality and accuracy. Project resulted in 39% decrease in data duplication with an approximate savings of \$60,000 in shipping and direct mail costs.

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Operate automated email process. This included implementing email campaigns via building dialogs in automated email program, creating standard target segments in program, and converting existing SQL trigger email programs to automated program.

Fulfill Marketing and Sales Campaign Requests. This consisted of fulfilling requests for direct mail, email or facsimile marketing programs in a timely and accurate manner. Processes involved included: writing SQL queries to pull targeted market list requested; generate marketing codes and tracking methods; work with internal customers to ensure accurate and appropriate list generation; provide recommendations regarding timing and target when necessary; utilizing *Reverio (now Vignette)* automated email program, facsimile program, or mailing clearing house to initialize marketing campaign; monitor progress and report results to internal customers

Data Production Analyst, September 1999 – August 2000

Worked with development and product management team to upgrade and create new products for each quarterly CD subscription and product release. Process also included support on creation and implementation of e-commerce web site. Analysis, documentation, specification and pricing of new data sets to be incorporated into CD product.

Acting as key contact for sales and marketing regarding specialty product information including creation of a Lotus Notes database and a Data Dictionary. Support marketing and sales to further enhance marketing message and revenue growth.

Analysis of competitor data for use in senior management decision-making. Initialize competitive intelligence process for corporate wide reference and support.

Research, development and creation of user interface hierarchy for use in the data dictionary and in future software and web site releases.

Market Research to determine roadblocks and recommendations for future product releases.

IBC Conferences, Conference Producer, January 1999 – September 1999

Designed and produced business to business conferences in the technology sector for senior-level executives.

Required to identify, research, and develop discussion topics for future conferences. Created two day seminar outlines pertaining to current industry conference topic. Targeted, interviewed and booked industry experts to present at individual topic sessions during conferences. Worked with sales and marketing to gain successful conference registration and promotion.

Ultimately managed the overall conference operation and coordination at time and location of event.

Harvard Pilgrim Health Care, Senior Analyst, Competitive Intelligence, January 1997 – January 1999

Joined department as research associate and promoted to Senior Analyst for Northern New England Territory.

Research and analyze critical information on competitors to support and advised on strategic and tactical position of the organization.

Continually monitor and report on the competitive market to support marketing plans, business plans, sales representatives and various other internal departments.

Research performed through various primary and secondary sources such as government documents, published documents, literature searches, the Internet and personal networks.

Analyze market share, market penetration and demographics of the health care industry for Board of Directors and internal departments.

Develop the Competitive Intelligence infrastructure through interpersonal relationships and systems such as relational databases and GroupWare.

System Administrator for *IntelAssist* Lotus Notes based software program, in charge of customization, development and administration of system.

Manage database of physicians and competitor networks.

Successfully created and implemented standardized quarterly reports on competitive market.

Senior Training Assistant, August, 1995 – January 1997

Develop and maintain Access database to track course evaluation scores and complete quarterly reports indicating overall summary of training sessions.

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Manage course offerings throughout the calendar year including logistics, advertising and instructor coordination.

Create and publish monthly newsletter for department.

Act as centers "Tuition Assistant" by processing applications, updating database and acting as liaison between corporate headquarters and staff.

Develop reports that itemize actual vs. budget dollars spent on a quarterly basis. Manage overall department budget.

Deliver training on Goldmail, WordPerfect for Windows and MS Word.

LEADERSHIP:

Board of Directors, Suffield Cooperative Preschool, September 2004 – May 2008

PTO Co-President, Suffield Elementary PTO, June 2008 – June 2010

Prior Experience

1993-1995 Cranmore, FitzGerald & Meaney, Legal Assistant

1993 Newington Children's Hospital, Assistant Teacher

1989 – 1992 Liz Claiborne, Inc. Assistant to Director of Quality Control

Education

Masters of Science: Marketing and Technological Innovation, 2002, **Worcester Polytechnic Institute** US-MA-Worcester

Bachelor of Science: Marketing, 1989, **Farleigh Dickinson University** US-NJ-Madison

Technical Skills

SQL, MS Access, MS Office (Word, Excel, Publisher, FrontPage), **Revenio Email Dialog** (*now Vignette*),

DataFlux, Crystal Reports, Quark, Adobe Photoshop, Constant Contact, Mail Chimp, Vertical Response, LexisNexis, Internet Research, Facebook, WordPress, Blogspot, Graphic Design, Web Design, Email Marketing, HTML, FTP