

WILLIAM COAKLEY

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COMMUNICATIONS CONSULTANT

2001 — PRESENT

Publishing

- Glencoe/McGraw-Hill (Los Angeles) – Managed print projects from conception to delivery for worldwide educational publisher; produced accurate, error-free, high-quality manuscript for computer and business textbooks and multimedia content at the high school level; coordinated with Design, Production, Media Tech, Manufacturing, Marketing, and Sales teams to create efficient and innovative work flow.

Technical Writing

- Banc of America (New York) – Wrote series of articles on mergers and acquisitions for investment banking team's nationwide client distribution.
- Meissner Filtration (Los Angeles) – Adapted scientific reports and complex financial trends into monthly, nationwide sales force newsletter.

Internet Content

- Forsythe Solutions Group (Chicago) – Researched competition, developed structure, and wrote highly technical IT content for specialized services microsite.
- The Branding Farm (Los Angeles) – Generated and edited heavy volume of webpage content for world-famous hotel and music festival clientele.
- Columbia University (New York) – Developed, wrote, and edited monthly online newsletter for employees, including cover stories, articles, layout, and production.

Marketing & Public Relations

- Martha Stewart Omnimedia (New York) – Created packaging and trade show copy for press kits in successful national branding push.
- Fun Times Productions (Los Angeles) – Wrote press releases for award-winning production company and its successful line of children's educational videos.
- Atlantis Cruises (Los Angeles) – Created travel-oriented copy for direct mail marketing materials.

Creative

- FOX/Paramount/Warner Bros/Interscope (Los Angeles) – Fleshed out storylines, treatments, and idea proposals for studio executives; collaborated with Development and Marketing teams to write supplemental and promotional copy for TV and Internet.
- Playhut (Los Angeles) – Composed age-appropriate copy for toy packaging, trade shows, and consumer ads.
- Cedars-Sinai (Los Angeles) – Wrote and edited scripts for high-profile, high-budget fundraising video presentations.

Agency

- The Javin Group (New York) - Speechwriting, press releases, mission statements, fundraising letters, and related mass correspondence. *(Major clients included Time Warner, Crimson Capital LLC, Greystone Financial LLC, International Freight Consulting.)*

EDUCATION

University of Southern California: B.A. CNTV, May 1996