

# **John L. Coake IV**

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## **MARKETING & COMMUNICATIONS EXECUTIVE**

Experienced in the development and execution of consumer and business to business marketing and communication initiatives. Effective leader of director level reports across multi-functional departments, building teams and creating strategic partnerships. Diverse professional background: F500, Start-Up, Entrepreneur and Non-Profit organizations with results at all budget levels.

### **SELECTED EXPERTISE**

- Communications Strategy
- Advertising/Agency Management
- Marketing Strategy
- Messaging & Branding
- Public Relations/Media Relations
- Business Strategy
- Product Marketing/Packaging
- Press Releases/Writer
- Partnership Marketing
- Executive Team Member
- Small Business Marketing
- Corporate Websites

## **PROFESSIONAL EXPERIENCE**

### **LEWIS GORDON, LLC / WINDERMERE**

**2002 - Current**

#### **Business Owner & Realtor | Ongoing Non-Profit Work**

Developed brand image and marketing campaigns to support business goals. Drove sales through advertising, online marketing, website, direct mail, and referral programs. Contributing writer for local magazine. Founded a restoration and rental property company for residential and vacation properties.

- Grew business to \$6 million in annual sales
- Developed 8 properties with typical ROI at 125%

### **YesMail an InfoUSA company**

**2000 – 2001**

#### **Vice President Operations | Vice President Marketing**

Directed the management of Client Services, Creative Services, Client Technology, Quality Assurance, List Acquisition Services, Marketing, Communications, Inside Sales, and Privacy. Management of 4 Directors with 50+ employees in the organization. Reported to President.

- Developed messaging and productization of service offerings, developed sales tools, and secured positive coverage in key industry publications. Promoted to VP of Operations.
- Streamlined workforce by building an economically scalable organization.
- Leadership team member – assisted in business planning and B&C funding presentations to VC's.
- Increased revenue 20% by establishing structured account planning and pricing strategies for client service managers. Increased revenue in list acquisition services by three-fold.

### **STRATEGIC PRO MARKETING/STRATEGIC ALLIANCES GROUP**

**1997-2000**

#### **President/Owner (1998-2000)**

#### **Executive Vice President (1997-1998)**

Provided strategic communications support for companies such as Microsoft, Mead Johnson, JIAN software, IKON Business Solutions and @Once. Developed fundraising programs for Seattle Super Sonics, Joey Cora Foundation, Michael Sinclair Foundation, and Carlos Baerga.

- Built West Coast public relations and marketing practice for Strategic Alliances Group. Took over ownership of West Coast Office in 1998.
- Account Director Microsoft – secured Association Directors for successful PR initiative.
- Secured positive press coverage for clients and established distribution channels for client products.

## **MICROSOFT CORPORATION**

**1991-1997**

**Group Marketing Manager, Small Business Group** (1995-1997)

**Product Manager, Small Business: Desktop Application Division** (1994-1995)

**Marketing Communications Manager – Desktop Application Division** (1993-1994)

**Corporate Communications Manager** (1991-1993)

Managed Marketing & Communications programs for desktop applications, small business group and consumer games division. Extensive PR experience creating relationships with small business press, trade press and analysts. Established the first corporate small business marketing strategy and programs to support individual product division objectives and programs.

### Strategic Partnership Development

- Instrumental in the creation of a partnership between Microsoft and Compaq computers creating technology stations at SBA Small Business Centers, a \$2 million initiative.
- Directly managed U.S. Small Business Administration and Small Business Association relationships and programs. Member U.S. Chamber of Commerce Council on Small Business.
- Managed the development and launch of the Microsoft Small Business Technology Partnership that created distribution channels, press opportunities and outside influential spokespersons.

### Public Relations and Messaging

- Drove public relations initiatives that garnered positive coverage for product launches and programs including Windows 95 and Office 95 among trade press, small business press and analysts.
- Developed and researched key messaging and value propositions in advertising, promotions, packaging, direct marketing and supporting collateral materials.

### Product and Program Marketing

- Managed roll-out of small business messaging and programs to Field and International Subsidiaries.
- Defined the small business marketing plan for the launch of Office95. Lead product manager on the Small Business Pack.
- Key driver for a major MS-DOS conversion program for Microsoft that evolved to be a core small business marketing program.
- Increased market share by creating small business bundles sold through the OEM channel.

### Marketing Communications Management

- Managed promotional advertising for desktop applications with budgets of \$1.5 million per launch.
- Point of sale development and packaging for Office 95, including the development of the “cloud” packaging design for Office95/Windows95.
- Lead the production of trade and business press ads for all Office applications with advertising budgets of \$30+ million. Extensive involvement in messaging and creative research.
- Editorial management of 2-editions Microsoft Magazine (Microsoft Focus)

## **ADVERTISING AGENCY EXPERIENCE**

**1989-1991**

Livingston & Company – Traffic Manager/Assistant AE | Alaska Airlines Account

Ackerman, Hood & McQueen – Broadcast Traffic Manager | NRA, Brunswick Bowling

## **EDUCATION**

B.A. Journalism

University of Oklahoma