



KELLY COUGHLIN-TRAN

DIRECTOR OF MARKETING & PUBLIC RELATIONS

ABOUT KELLY

Kelly is a deadline-driven marketing professional with nine years of marketing, public relations, and communications experience. She thrives on building new relationships, working in a fast-paced environment, and finding creative solutions for challenges. She has experience in both the private and public sectors.

MAIN INTERESTS

- ✓ Digital Marketing
- ✓ Public Relations
- ✓ Sales Operations
- ✓ Sales Enablement
- ✓ Campaign Management

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ACADEMIC HISTORY

Texas A&M University- Corpus Christi

MA in Communications | 2013-2015

- Received the "Outstanding Islander" Award from the University for publishing the book "Chasing Atlantis" by Kelly Coughlin (Available on Kindle and Amazon).
- Published and presented Master's thesis focusing on the history of women in media.

Texas A&M University

BA in International Communications and French | 2009-2013

- Participated in the French club, Fencing club, Tae Kwon Do Club and Town Hall Music club.
- Studied abroad in Paris at L'Institut Catholique de Paris for a dual diploma in French.

CAREER HISTORY

Director of Marketing & Public Relations Ecolane USA, Inc.

November 2019- Present

- Manages the Sales and Marketing combined budget of approximately one million dollars.
- Manages the Ecolane brand in all mediums, across all channels, and with all partners.
- Uses HubSpot to manage the sales pipeline, report on KPIs, send emails, edit the website, and develop attribution reports.
- Develops innovative campaign plans to capture all targets from the top to the bottom of the sales funnel and deliver qualified leads.
- Creates, manages, and works with contractors to create the artwork for all campaigns.
- Modernized sales and marketing KPIs to optimize sales performance.
- Responsible for all internal and external company information including the website.
- Uses inbound reporting methods to enhance the sales performance and cross-sells for Ecolane and our partner companies.
- Develops and fosters strategic partnerships to produce and promote new products with Ecolane for GTM strategies.
- Utilizes project management skills and works with stakeholders to keep campaign deliverables on time and on budget.

CAREER HISTORY CONTINUED

Software Solutions Consultant Ecolane USA, Inc.

June 2018- November 2019

- Assisted the Marketing Team in building the sales pipeline in HubSpot.
- Managed client relationships from small to enterprise-level clients, in order to grow the Ecolane brand.
- Attended, represented, and spoke at conferences on behalf of Ecolane.
- Collaborated with the marketing team to create materials and agency-wide campaigns.
- Designed artwork for marketing B2B campaigns.
- Used current KPIs to build and enact plans to attract new customers and promote up-sells.
- Demoted the Ecolane Software to public and private prospects.

Director of Marketing & Governmental Affairs Corpus Christi Regional Transportation Authority May 2015- May 2018

- Acted as the agency spokesperson and represented the agency in times of crisis, including during Hurricane Harvey.
- Managed an approximately one million dollar budget and spoke at board meetings on behalf of the marketing & governmental affairs departments.
- Managed a marketing team of four people daily. For larger projects and events, managed teams of over fifty people.
- Responsible for maintaining the integrity of the brand and increasing positive public perception for transportation in the community.
- Worked with our state and federal lobbyists for community needs, secure funding and grow projects in South Texas.
- Represented the agency at City, County, State and national events.

OTHER POSITIONS HELD

Communications Assistant to the Public Affairs Officer Texas A&M University-Corpus Christi June 2014-May 2015

Public Speaking Instructor Texas A&M University-Corpus Christi August 2013-May 2015

International Studies Abroad (ISA) Global Brand Ambassador August 2012- May 2013



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VOLUNTEER WORK

- Graduated from the American Public Transportation Association's (APTA) Emerging Leaders Class of 2020.
- Vice-Chairperson of the Texas Transit Association's (TTA) Marketing Committee.

AWARDS AND LEADERSHIP

- Recipient of two Gold Muse Awards 2020 for Transit Intersectionality Campaign.
- Recipient of three Silver Muse Awards 2020 for COVID-19 Transit Responders Campaign.
- Graduated from the American Public Transportation Association's (APTA) Emerging Leaders Class of 2020.
- Recipient of the Texas Transit Association's Rising Star Award in 2017.
- Recipient of the Texas State Comptroller Star's Award for Financial Transparency on a Governmental Agency's Website in 2017.
- Recipient of the Silver ADDY Award for the Route 99 Campaign in 2018.
- Recipient of a Bronze ADDY Award for Year In Review Campaign 2017 for Corpus Christi Regional Transportation Authority.
- Recipient of the Golden Muse Award for the 2015 Year in Review Video for Corpus Christi Regional Transportation Authority.
- Recipient of two Bronze Telly Awards for Corpus Christi Regional Transportation Authority's Route 99 campaign.
- Recipient of the Texas A&M- Corpus Christi Outstanding Islander Award in 2015.