

# William J. Coughlin

## *Employment and Training | Communications Leader*

*coughlin\_bill@yahoo.com*    734-620-0421

**Dynamic, results-oriented professional with a passion for public relations and the ability to support organizational goals and initiatives. Enthusiastic team player with critical thinking and problem-solving skills. Expert in constructing unique solutions and effective strategies/action plans, to proactively address communication challenges.**

### *Development and Community Relations*

Designed, promoted, and managed unique community-oriented event resulting in **75% increase in public awareness** of the organization **and \$10,000 in new funding** that broadened the scope of donors/potential donors.

Generated **more than \$250,000 in donations** by building and **maintaining strong partnerships** with small business owners and key corporate leaders/donors.

Initiated, developed, and **maintained collaborative relationships** with key constituents including the board of directors; government officials; local business leaders; corporate donors; chamber of commerce directors and media.

### *Educating and Training*

Developed **and implemented a training program** designed to enhance job placement of students and dislocated manufacturing workers participating in a federally funded training program. Achieved **success rate of over 50%** in placing students with Comerica Bank and other major employers in Oakland County.

Created **employability skills training program** for previously injured workers at Cascade Rehabilitation. Provided local labor market surveys and interacted with local business owners to **develop employment opportunities** for individuals able and willing to return to gainful employment.

**Taught employability skills** to dislocated workers participating in federally funded short-term retraining program at Washtenaw Community College.

Designed **and taught an employability skills training program** for workers comp clients at Travelers Medical Management. Achieved **success rate of over 60%**. Program participants either returned to new, gainful employment or resolved their claim with Travelers.

### *Communications Experience*

Designed and produced public relations/promotional materials including newsletters, direct mail appeal letters and press releases, to **enhance agency recognition and public support**.

Organized and edited publication/distribution of **award-winning quarterly newsletter** with circulation of 500.

Created direct mail campaigns using agency "success stories" resulting in **60% increase of new, net funding**.

# William J. Coughlin

*Mentor | Trainer | Leader*

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**Bachelor of Arts ♦ Journalism ♦ Public Relations ♦ ESL Tutor ♦ Fundraiser  
Public Affairs ♦ Community Outreach ♦ Interpersonal Mentoring ♦ Volunteer Work  
Relationship Building ♦ Community Awareness ♦ Community Engagement  
Public Awareness ♦ Communications and Development**

## *Educational Background*

### **Certificate of Achievement – Principles and Techniques of Fundraising**

- Indiana University Center on Philanthropy (presented at Michigan State University; East Lansing, MI)

### **Bachelor of Arts in Journalism with Specialization in Public Relations**

- Oakland University; Rochester, MI

## *Volunteer Work*

Served the community as **Volunteer Probation Officer** with 16<sup>th</sup> District Court in Livonia, MI.

- Monitored activity to confirm their ability to abide by terms of their probation period stipulated by the judge.
- Provided information regarding individual probation reports used to inform and guide judges.

Tutored/mentored a native of China as an **ESL Tutor** with Plymouth-Canton Community Literacy Council.

- Inspired to quit her labor-intensive job and return to college due to mentoring. She is currently teaching Chinese language/culture to high school students in Northville Public School district.

Participated in **church leadership roles** including **mentoring at-risk middle school students** in nationally acclaimed **Kids Hope** program.

Served as **member of church council** and participated in search committee to hire Associate Pastor.

## *Employment History*

### **Fleet Logistics Team Member**

2014 – Present

- *Enterprise Holdings*

### **Recruiting Associate**

2010 – 2011

- *InnerU Interview & Recruiting Services, LLC*

### **Fundraiser**

2003 – 2009

- *Independent Consultant*

### **Service Representative**

2004 – 2006

- *Detroit Bio-Medical Laboratories*

### **Director of Communications and Development**

1999 - 2002

- *United Cerebral Palsy of Metro Detroit*