

# CORY E. BRINKLEY

<http://geocities.ws/corybrinkley/>

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## SUMMARY

I am a professional project manager with the ability to organize projects, develop operational plans and deliver results on time and on budget.

## PROFESSIONAL EXPERIENCE

IMPROVEMENTS CATALOG, Maple Heights, Ohio

2014-Present

### *Circulation Analyst*

- Initiate detail planning for each catalog to achieve financial goals set in yearly plan
- Evaluate projected performance of customer segments based on response rate and monetary return and adjust as needed
- Calculate and evaluate financial investment of rented contact list survival to house contact lists
- Analyze overall performance of customer segments based on models and evaluate them for future mail plans
- Track and calculate survival rates of intercompany and rented segments to evaluate customer growth, opportunity, and investment
- Create tests and analyze results for each mailing to gauge customer response and interaction
- Negotiate with the list broker to rent house file contacts with competitors
- Work with co op vendors to model new data for prospecting new customers and improve performance of current models.
- Participate in yearly financial planning of catalog marketing performance finding
- Work with data warehouse to place mailing requests validate customer counts and approve merge/purge processes
- Create new campaign strategies for customer acquisition

ELGIN FASTENER GROUP; QUALITY BOLT AND SCREW, Brecksville, Ohio

2012-2014

### *Customer Service Coordinator*

- Researched and analyzed sales history and open orders on customers to determine on time delivery, incomplete orders, and pricing accuracy to achieve a 35% improvement on profit
- Managed \$13 million of customer accounts and act as first contact for all new inquiries
- Monitored inventory levels \$250k of stock parts and adjust production as needed
- Expedited \$50k of product through production and outside processing monthly
- Successfully located \$150k of product to ship within seven days to meet monthly sales goal
- Worked with outside vendors to schedule outside processing and expedite jobs as needed
- Coordinated with sourcing, engineering, and production to schedule orders in production and get lead time to customers
- Assisted in the implementation of a new ERP/MRP system including transferring information in various areas including orders, jobs, and setting up part operations working with master data
- Assisted in the implantation of a \$5 million new customer
- Entered, edited, canceled, and modified orders as needed and confirm them to customer
- Handled all incoming RFQs and work with Central Quoting to get correct pricing and increase margin

WESTERN MANAGEMENT: CONRAD'S TIRE EXPRESS & TOTAL CAR CARE, Cleveland, Ohio

2011-2012

### *Marketing Coordinator*

- Managed online presence through company website and social media
- Managed and monitored coupons distributed and ROI on media channels averaging \$350k per month
- Managed \$100k in corporate discount programs and was main contact for specialized corporate discount programs
- Managed the creation and deployment of direct mail advertising and promotions
- Interacted with multiple departments to streamline processes and programs
- Worked with 34 different stores and management teams for various issues including customer issues, marketing materials, and system issues
- Worked with customers and charities to organize donations and participation in events

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## PROFESSIONAL EXPERIENCE (continued)

- Acquired new leads in new markets for spring and specialty division
- Oversaw and assisted the upgrades of two websites
- Assisted in the creativity and production of TV and radio promotional spots
- Created and updated flyers for paint and body equipment division

WELLMAN PRODUCTS GROUP, Solon, Ohio

2009-2011

### *Assistant Marketing Manager*

- Successfully organized over fifteen tradeshows per year including logistics and promotional parts and materials
- Researched social media marketing and reported findings to executive management
- Posted, monitored and reported market responses to social media and analyzed where and from what market it represents
- Implemented new marketing strategies for the launch of two new product lines
- Maintained and updated content on intercompany and public websites
- Worked with vendor to monitor website analytics and create SEO strategies and campaigns
- Maintained and developed relationships with suppliers and vendors for various and future projects
- Participated in quarterly sales meetings to discuss sales opportunities and present progress reports on new promotions
- Prepped yearly planning for the marketing department
- Interacted with multiple departments to solve accounting, sourcing, and customer related issues
- Analyzed inventory and usage of \$45k in promotional materials and reordered as necessary
- Monitored compliance, terms and renewal of all marketing contracts

WELLMAN PRODUCTS GROUP, Solon, Ohio

2008-2009

### *OE Sales and Marketing Coordinator*

- Analyzed information and created reports for entire company including on time delivery, lost business, customer performance reviews, actual vs. forecast orders, and salesman performance
- Acted as a liaison for customer service, sales, operations, and engineering
- Analyzed past due parts report and trends as it related to steel, location and quantity past due
- Assisted in the bidding and implementation of 120 new part numbers within an accelerated time period
- Assisted in a major capital and expansion project that lead to a \$22 million increase in revenue

JACKSON BEVERAGE COMPANY, Wilmington, North Carolina

2007-2008

### *Pricing Coordinator*

- Updated up to one hundred promotional discounts and published to all employees and to major contracts
- Helped resolve pricing discrepancies with all accounts
- Analyzed and reviewed payments on all invoices for non alcohol sales

## EDUCATION

KENT STATE UNIVERSITY, Kent, Ohio

*Bachelor of Business, Business Management, May 2007*

UNIVERSITY OF AKRON, Akron, Ohio

*Continuing Education Certificate Classes, August 2009*

- Photoshop I, Dreamweaver I, Photoshop II, Illustrator

## PHILANTHROPY

- Member of Downtown Akron Partnership Emerging Leaders Board, Artcetera, Akron Art Museum
- Participant in Cleveland 20/30 Professionals, Young Professionals of Akron, Greater Akron Young Professionals