

DARIN L COATS

<https://creativelane.myportfolio.com>

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21+ years of in-house marketing and design leadership, & 14+ years of event management experience

I'm a hands-on designer with 21+ years experience creating award-winning designs in-house for industry leading multi-brand companies, within highly competitive markets. I am proficient in high-impact creative with proven results in leading corporate marketing and sales campaigns that have exceeded revenue and profit.

As a multifaceted leader, I have 14+ years building and managing national trade events, corporate meetings and large scale projects utilizing cross-functional teams. I maintain extensive vendor partnerships and leverage sponsorships to increase brand engagement and drive revenue while reducing capital investment.

I have strong leadership qualities combined with unparalleled creative and innovative abilities with proven ability to make judicious, timely decisions within budget. I strive for honesty, integrity and proficiency while striking the perfect mix of creativity and business strategy to shape companies and industries.

Experience in the following:



Marketing & Promotional

- Multi-brand Marketing Strategies
- Consistent Brand Management
- Integrated Marketing Campaigns
- Strategic Communication Plans
- Social Media & Online Strategies
- Photo Shoot Direction
- Agency Collaboration
- Contract Negotiations



Event Management

- Exhibit Design and Construction
- 3D Conceptual Renderings
- Cross-Functional Team Co-action
- Exhibit Inventory Management
- I&D Supervision
- Interactive Event Marketing
- Sales Meeting Management
- Budget Management



Print and Digital Creative

- Catalog & Brochure Design
- Web Site Design
- Photo-realistic Renderings
- Logo Design
- Video Production
- National Print Advertising
- POP Merchandising
- Instructions & Manuals



PROFESSIONAL EXPERIENCE

Dec 2022
Present

● Director of Marketing and eCommerce, Abernathy Company

Responsible for the development and execution of Abernathy Company, and subsidiary brands, short term and long term marketing strategies. Plan and execute inbound and outbound marketing initiatives to increase, nurture, and convert organic leads to qualified and loyal customers. Work closely with owners and managers to provide vision and clarity to design team ensuring proper creative solutions meet and exceed companies objectives. Accountable for digital and social media content development and engagement. Manage agency partnerships and external vendors to ensure the best value of services provided.

Nov 2019
Dec 2022

● President and Owner, Creative Lane Kitchen, Bath and Home Design Center

Analyze industry trends and compiled market research data to launch a premier destination for high-end home products and fixtures combined with unparalleled product knowledge. Developed a consumer home showroom and semi-custom shop offering the latest trends in cabinets, hardware, lighting and fixtures. Cross-marketed the business to design and manufacture commercial and corporate exhibits. Generated photo-realistic renderings for B2E and B2B customers as an instrumental resource to illustrate complex designs and bring their vision to life.

Feb 2014
Nov 2019

● **Marketing Communications & Events Director, Dimora Brands**

Collaborate closely with internal stakeholders to create key marketing initiatives and support multiple brands. Create and launch new product roll-out packages while increasing the brand image shifting focus of products to a higher-end market. Worked hand-in-hand with in-house creative team to comprehensively evaluate and increase effectiveness on all marketing strategies for print, multimedia and video production. Responsible for the planning, execution and budgeting of all corporate events for maximum exposure to increase ROI and lead generation. Conceptualize exhibit displays in 3-D for enhanced booth training, installation and marketing campaigns. Streamline exhibit storage and logistics to increase efficiency and reduce capital investment. Evaluate and improve all marketing systems and processes to streamline marketing and sales effectiveness.

June 2004
May 2013

● **Creative Services & Events Manager, Skeeter Boats (A Yamaha Motor Corporation)**

Responsible for the planning and execution of trade shows, conferences, meetings and outdoor events from conceptual phase to completion. Accountable for organizational leadership, budget preparation, on-site coordination, and management of cross-functional teams. Create integrated planning timelines for exhibit design, pre-event logistics, installation, transportation, service allocation, security and dismantle. Additional tasks included manage the creation and implementation of brand strategies to meet the corporate objectives. Responsible for the creative output and marketing approach to all creative assignments. Coordinate freelance designers, consultants and vendors to meet all project requirements. Manage all operational, strategic, financial, quote/bid, planning, trafficking and administrative functions.



EDUCATION

Bachelor of Fine Arts in Graphic Design

Louisiana Tech University - Ruston, LA

Special Electronics Repair

United States Army - Augusta, GA



ACHIEVEMENTS

Best of Show for booth at 2013 Atlanta Boat Show
5 Inhouse Design Awards presented by How Magazine
2012 Best of Show NMMA Awards for corporate booth
28 Gold and 9 Silver ADDY Awards
Special Judges Award in the 2000 Addy Awards
Congressional Art Contest Winner



SKILLS

Adobe Creative Suite, Microsoft Office, SketchUp 3D, KCD, Mac OS & Windows



EXPERTISE



TRAITS

Hard Working, Dedicated, Entrepreneurial, Creative, Analytical, Problem Solver, Organized, Detail Oriented, Open-Minded, Optimistic, Empathic