

DAVID COGGINS



thedavidcoggins@gmail.com

EDUCATION

University of North Carolina-Chapel Hill (August 2009- May 2013)

B.A., Journalism & Mass Communication, Public Relations & Advertising Sequence

RELATED EXPERIENCE AND TRAINING

Credit Suisse (May 2014-Present) Morrisville, NC

Banking Operations Specialist- Mortgage Backed Securities Allocations

- Receive and provide pool notification on buy/sell trades for 4 settlement cycles a month
- Monitor and balance traders' positions
- Provide insight as the team's subject-matter expert on Prime Broker Allocations
- Manage and minimize fails across multiple products
- Liaison with clearance team to resolve settlement discrepancies

Roote NC (July 2013-December 2013) Chapel Hill, NC

Executive Director

- Spearheaded the launch of a new retail and marketing startup with a sustainability focus
- Responsible for pitching to possible vendors, planning and up-fitting the sales floor, creating promotional material, coordinating tasks and assignments with my associates, and providing updates to our Advisory Board

TOPO Distillery (June 2013-September 2013) Chapel Hill, NC

Marketing Assistant

- Coordinated distillery media promotions and special events including tours and sales pitches
- Assisted in the redesign of the interior design & exterior signage

rAVe Publications (January 2013-July 2013) Chapel Hill, NC

Social Media Manager

- Managed the Google+ page (115+ followers and 250+ posts) for a news organization that covers commercial (ProAV) and residential (HomeAV) audiovisual trade industries
- Moderated the AV Insiders Google+ Community (27 members) that discusses ongoing issues and topics in the AV industry

Advertising Workroom [Roote NC] (January 2013-May 2013) Chapel Hill, NC

Account Manager

- Organized the concept redevelopment of the "consumer retail experience" through a partnership with multiple national brands and the University of North Carolina
- Prototyped in-store, e-commerce, and event concepts
- Developed strategic partnerships between national and local brands
- Designed the concept branding and marketing

Best Away Game Ever (August 2012-December 2012) Chapel Hill, NC

Public Relations Captain

- Created an event for a new media competition to garner the most media coverage, social media attention, and participants
- Recorded over 1.75 million impressions on Google+, 150,000+ impressions on Twitter, 5,000+ impressions on Facebook, and 2,200+ YouTube views
- Featured on Google+ homepage as an example of the future of online education

Leader Development and Assessment Course (June 2012-July 2012) Fort Lewis, WA

Cadet

- Military assessment course designed to test leadership abilities and mental agility while under rigorous and stressing conditions
- Received award for top performing platoon

SKILLS

Proficient with the EPN system for pool allocation, the RTTM system, and the Mortgage Blotter
Proficient in Adobe Photoshop, InDesign, and Microsoft Office Suite.

ACTIVITIES

Member of RTPress- the monthly newsletter for Credit Suisse's Morrisville office

Advanced Cadet in the UNC Army ROTC program (August 2010- May 2013)

Served as Color Guard Captain, Personnel Manager, and Training Operations Manager