

Rev. Carrie Cochran

Creative Strategist & Resource Specialist

📞 330-241-3060 @ KayCorpOhio@gmail.com

◆ Introduction

25+ years of hands-on experience in sales, leadership, logistics, marketing, event planning, client relations, and community engagement. Skilled at turning complex ideas into practical, actionable plans through a combination of creative strategy, operational problem-solving, and people-first communication. Known for creating captivating visibility displays out of pure chaos and turning barriers into possibilities.

◆ Lived Experience

● Creative Strategist & Resource Specialist

KayCorp Creative Services

January 2020 to Present

- Oversees daily operations for a multidivisional community engagement organization.
- Coordinates asset production, management & delivery across multiple in-house and client accounts.
- Cultivate exciting outreach and visibility opportunities.

● Compliance & Logistics Consultant

Independant Consulting

June 2018 to December 2020

- Optimized multi-department purchasing strategy using SAP and internal tracking systems.
- Reduced cost overruns, resolved vendor disruptions, and generated daily performance forecasting.
- Identified and halted document fraud w/ zero audit exceptions.

● Independent Sales Rep & National Team Lead

Avon International

December 2018 to December 2020

- Lead an **award winning** 43 person **multi-state sales team**.
- Earned **Multiple** National Awards For Sales & Recruitment
- Orchestrated comprehensive community engagement campaigns including livestreams, influencer-style strategies, branded merchandise, and fundraising events.

◆ Professional Associations

SBA Certified EDWOBE - Since 2024

Greater Medina Chamber Of Commerce Member Since 2024

Medina County Women's Endowment Fund - Board Vice 2026 - 2028

Rainbow Society Of Medina County - Board Chair 2025 - 2030

◆ Formal Education

Stautzenberger College 2009 - 2011

Associates of Applied Science:

Veterinary Technology

◆ Skills

- Business Development
- Marketing & Brand Strategy
- Community Relations
- Asset Development & Production
- Marketing & Advertising
- Delivery & Logistics
- Purchasing & Resource Management
- Content Creation & Digital Media

◆ Awards & Certifications

- Federal Contractor Registered with SAM.GOV - 2024 - Current
- Certified Advanced Leadership Ambassador - 2019
- Bronze National Recruiting Award – Team Growth Leadership - 2019
- Ordained Officiant - 2019
- President's Club - First Year Revenue Achievement Award - 2018
- AVON Pinnacle Award – National Sales Excellence - 2018