Robert F. **Coutinho**

186 Hickory Hill Lane ♦ Newington, CT 06111 ♦ (860) 202-5131 ♦ Robb813@att.net

#### SUMMARY

Highly organized Communications Professional with 15 years of communications experience in the health care, property and casualty, broadcast media, and financial services industries. Areas of expertise include web and print content development, public speaking, and project coordination.

#### HIGHLIGHTS

* Instructional technical documentation
* Microsoft Office Suite
* Adobe Software
* Superb copywriter and editor
* Global customer focus
* Deadline-driven
* Effective presentations
* Multimedia communication coordination

## Accomplishments

* Developed and implemented an innovative communications plan to improve employee engagement through strategic messaging
* Produced detailed monthly and quarterly coverage policy update newsletters for 12K+ audience enterprise-wide
* Wrote and edited client letters, customer letters, and sales talking points
* Produced 60 minute Nutmeg Television talk show series entitled, “Health Comes to Mind”
* Produced 30 minute Nutmeg Television talk show series entitled, “The Business Buzz”

#### EXPERIENCE

**2011 – 2/2015** **Cigna** - Bloomfield, CT

**Communications Sr. Specialist**

▪ Managed internal communications, including production and management of print and electronic newsletters

▪ Wrote and designed effective sales communications collateral

* Created standard operation procedure and software documentation for future Coverage Policy Unit (CPU) members
* Wrote and edited internal team emails, newsletters, and web content

**2011 – 2012** **Nutmeg Television** - Farmington, CT

**Production Assistant**

* Responsible for the oversight of volunteer and internal television productions.

▪ Taught Field Production, Non-Linear Editing, and Basic and Advanced Studio courses

* Wrote ad copy and presentation materials for local advertisers
* Produced email and newsletter communications for upcoming broadcast productions

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**2000 – 2010** **Travelers** - Hartford, CT

 **Senior Information Systems Specialist**

▪ Instructed technical and non-technical users in the use of new source code management software resulting in smooth transition from retired software

▪ Trained new developer support team resulting in successful transition between departments

▪ Standardized and documented technical training curriculum resulting in shortened training timeline and increased productivity

**1996 – 2000** **MassMutual** - Hartford, CT

 **Associate Systems Analyst**

▪ Implemented extensive code changes in preparation for “Y2K event” resulting in zero loss

▪ Supported call center customer service teams

#### EDUCATION

 **Bachelor of Arts:** Communication

 **Central CT State University** - New Britain, CT

 Credits completed towards Bachelor of Arts Degree in Communications

 **Associate of Arts:** Audio/Video Production

 **Five Towns College** - Dix Hills, NY (www.ftc.edu)

 Emphasis in video production and audio engineering

 Coursework in public speaking, communications, and journalism