

LORI COUGHLIN

1200 Southeast Pkwy Apt 1512, Azle, TX 76020
M: 817-706-5769 E: lori@parkercountytheatre.com FB: Lori Ann Coughlin

PROFESSIONAL EXPERIENCE

PARKER COUNTY THEATRE COMPANY

Executive Director (May 2022-Present)

Directly responsible for the leadership and management of a 501(c)3 nonprofit theatre that includes strategic planning and goal setting as it aligns with the organization's mission and vision statements. Oversee the promotion and marketing of the theatre across multiple platforms, including social media, email blasts, press releases, community events and campaigns. Administers fiscal responsibilities of the organization, which includes all fundraising and grant writing activities, and networks as necessary to increase the theatre's visibility. Works with the Board of Directors to coordinate performance season and engages with local talent to fulfill production roles as needed.

WILD WONDER COLLECTIVE MICROSCHOOL

Administrator and Teacher (January 2025-Present)

Develop and implement curriculum that engages students ages 4-17 primarily around Theatre Arts, which includes Theatre History, Stagecraft, Playwriting, and Acting disciplines. Current course load includes Jr. Theatre (ages 4-6), Theatre 1 (ages 7-10), Theatre 2 (ages 11-17), Musical Theatre (ages 8-17), and Technical Theatre (ages 8-17). Produce one major production per term per course, where students can highlight/showcase skills acquired during term. Lead specialized camps such as Special Effects Makeup and Playwriting in between terms to generate interest around theatre and grow student base. Additional courses led include Choir (ages 8-17), Journalism (ages 12-17), and Early Reading & Phonics (ages 4-6), developing curriculum for each to provide proper support and growth around subject matter for homeschooled students.

WILKES UNIVERSITY

Instructor, Creative Writing Workshop, "The Art of Creating Page-Jumping Dialogue" (March-April 2026)

Worked with Wilkes University's Maslow Family Creating Writing Program to lead a six-week virtual workshop, developing and delivering a curriculum that engaged adult writers in honing their skills around the creation of impactful and meaningful dialogue across multiple genres, including playwriting, screenwriting, comic books, RPG, and creative nonfiction.

AMERICAN NATIONAL BANK OF TEXAS

Financial Specialist Lead (July 2023-October 2024)

Work in conjunction with the Banking Center Manager to achieve and exceed branch sales goals, which include New Accounts, New Deposit Dollars, Qualified Referrals to LOB, and Loan Production. Responsible for the management and adherence of bank policy and procedures, which includes bank audits, facility records, customer information retention, and KYC protocols. Directly lead and supervise the Financial Associates for the 7th Street location, providing coaching as necessary to develop skills and meet sales and service objectives.

TARRANT COUNTY COLLEGE DISTRICT

Volunteer-Performing Arts Instructor, South Campus Senior Education Program (2021-2023)

Provide senior students with instruction in theatre which encompasses theatre history, acting techniques and theory, script analysis, and movement. Develop curriculum that engages all learning types and abilities, while providing participants with an opportunity to learn and grow as individuals. Foster a community of collaboration through creating a final class production, which utilizes the skills which have been taught during the semester.

VERITEX COMMUNITY BANK

Financial Services Professional (2018-2019)

Provided customer service by receiving deposits, cashing checks and government bonds, making withdrawals and loan payments, etc. Developed strong customer relationships and recognized customer needs. Balanced cash funds daily. Opened new accounts based on customer need analysis, which included checking, savings, money market, CD, and IRA accounts.

MASSMUTUAL, DFW

Financial Services Professional (2017-2018)

Independent licensed insurance representative specializing in individual and group Life, Disability, and Long-Term Care Insurance Products. Assisted clients with financial needs analysis and set strategies around insurance protection, retirement savings and disbursement, college savings, and estate planning. Developed and implemented a marketing strategy to attain new business. Texas State Group 1 and LTC Licenses.

ORIGIN BANK, N.A.

Business Development Banker, Vice President (2017)

Directly responsible for sourcing new business through the outbound cold calling of prospects and networking within the Tarrant County market. Led special projects for the bank, including developing and implementing a sales strategy around BaZing, an app that provides checking account customers with discounts to local merchants. First-quarter production yielded 25 new products and services for the bank, with \$1.5mm in anticipated deposits before the end of 4Q2017.

Relationship Banking Manager, Vice President (2015-2017)

Responsible for leading the sales and service initiatives of the 7th Street banking center, which included managing four direct reports and a customer portfolio of \$98mm. Ensured the adherence to company and federal policies and procedures by branch staff that included coaching and mentoring of staff to ensure goals were attained through integrity selling standards.

WELLS FARGO & COMPANY

Commercial Relationship Associate II, Assistant Vice President-Fort Worth, TX (2011-2015)

Effectively managed the day-to-day banking needs of 50+ commercial customers with gross annual sales of \$20mm to \$1 billion in the West Texas market. Cross-sold and implemented treasury management products and services through annual reviews and ethnography studies. Trained C-level Executives on products and services linked to Commercial Electronic Office (treasury online portal). Reviewed entity formation documents such as Operating Agreements and Certificates of Formation to determine the legal structure of an entity for account and loan structuring, as well as due diligence. I identified additional sales opportunities such as insurance, payroll, and merchant services for customers and worked with internal product partners to gain further business.

Banking Center Manager IV, Assistant Vice President-Corinth, TX (2008-2011)

Managed a de novo location for Wells Fargo, which included the supervision of ten direct reports and a customer deposit portfolio of \$54mm. Recognized as a 1Q2010 DFW Sales Star for exceeding goal in all metrics of sales and service. Directly responsible for the daily sales and service initiatives of ten direct reports. Operated location under budget for two consecutive years (2009, 2010).

EDUCATION

Master of Fine Arts in Creative Writing from Wilkes University
Master of Arts in Screenwriting from Wilkes University
Bachelor of Arts in Theatre from Texas Wesleyan University
Associate of Arts from Tarrant County College