



For professionals in the horse industry, Emily Coggins Marketing & Design provides high-quality marketing through photography, graphic design and writing pieces which are modern yet authentic to the equine lifestyle, so they can grow and maintain their consumer base among all generations in order to ensure the continued growth of the industry and lifestyle about which we are so passionate.

As a professional, I aspire to offer freelance marketing work through photography, graphic design and writing to professionals in the horse industry from trainers to quality feed and pharmaceutical companies. These audiences desire representatives who are dedicated to the betterment of the equine industry through hard work, leadership and passion. I bring extensive experience with horses and a love for the equine industry to the table, as well as carefully honed skills in customer service, communication and leadership. I have a deep understanding and love of horses, which I fostered through years of showing through the American Paint Horse Association. However, I also have enthusiasm for leadership and customer relations. I have refined these skills by holding multiple positions on the American Junior Paint Horse Association's Executive Board, earning accolades through 4-H public speaking contests and working in customer service positions at multiple businesses. Furthermore, I love creative and news writing as well as graphic design. I have furthered my skills in these areas by serving as a staff writer on my high school paper, The Spartan Review, and excelling in graphic design and photography courses at the University of Georgia. I bring a unique perspective to the table because of my hands-on work with horses as well as the leadership and artistic skills which I developed from these collective experiences. Unlike others in the field, I can offer a unique blend of writing abilities, photography and graphic design skills, sales experience and a passion for horses instead of focusing solely on one facet. I strive to reflect my values of persistence, compassion, professionalism and dedication in myself as well as my work.

PHOTOGRAPHY - capturing the hard work your company puts in behind the scenes in order to portray your vision to consumers

GRAPHIC DESIGN - creating custom logos, flyers and advertisements which highlight the uniqueness of your products and market them to the right customers

WRITING - crafting stories and articles which highlight the achievements your company has accomplished, writing news stories which discuss important breakthroughs the company is making in the industry and generally telling the story of your goal to create premium products and better the lives of your consumers

CUSTOMER SERVICE - connecting with clients to make them feel valued and important like they are family, ensuring quality results and first class treatment of every customer