

SHANE COOLBAUGH

(717) 819-5887 | shanecoolbaugh.com | shanecoolbaugh@gmail.com

PROFESSIONAL SUMMARY

Detail-oriented communicator transitioning into code enforcement, with a strong background in research, client coordination, and handling sensitive issues with clarity and tact. Skilled in analyzing complex information, documenting findings, and ensuring compliance with local codes and regulations. Adept at educating stakeholders, facilitating resolutions, and maintaining positive community relations.

EDUCATION

University of Pennsylvania – Bachelor of Applied Arts and Sciences, Magna Cum Laude
Concentration in Leadership & Communication | Certificate in Applied Positive Psychology

SKILLS

- Code interpretation, investigative research, documentation, and policy review
- Stakeholder communication, community engagement, and conflict resolution
- Digital marketing, SEO, Google Ads, PPC strategy, campaign optimization
- Content creation & design: social media, email marketing, visual storytelling, photography, videography, Adobe Creative Suite, Canva, WordPress

EXPERIENCE

Code Compliance Field Coordinator, Hellam Township

July 2025 – Present

- Respond to resident inquiries and complaints, interpreting and communicating code requirements while facilitating compliance and resolution.
- Maintain accurate records of investigations, track ordinance violations, and support improvements to zoning procedures and regulatory processes.
- Conduct site visits and inspections to assess compliance with local codes and ordinances, documenting findings and coordinating follow-up actions with stakeholders.
- Draft Planning Commission meeting minutes and public-facing materials, including a Citizen's Guide to Conditional Use Hearings, ensuring clarity and accessibility for the community.

Communications Consultant, Hair by ME

February 2025 – Present

- Curate and maintain a cohesive digital presence for the salon by developing an intuitive booking website and managing Google Business, Facebook, and Instagram profiles, leveraging original photography to enhance brand identity.
- Develop and execute targeted marketing campaigns, including Google Ads and social media content, driving an increase of 10+ clients and enhancing brand visibility.
- Support business operations through bookkeeping, financial tracking, and CRM management to guide strategic growth and informed decision-making.

Marketing Specialist, TICC, Inc. dba Friendly's®

June 2021 – September 2025

- Create compelling content that aligns with brand standards while showcasing the unique appeal of local restaurants through multi-channel digital advertising campaigns.
- Improve brand visibility through strategic community collaboration efforts and promotion of the Friendly's FUN-raising program to connect with local schools.
- Drive significant digital marketing improvements, including a 695% increase in link clicks, an 80% decrease in cost-per-click, and an 82% rise in impressions, to optimize campaign performance and contribute to a 125% growth in online delivery sales.

Paralegal, Law Office of Natalie Burston

May 2024 – November 2024

- Assisted in preparing for court proceedings by organizing case files, drafting legal documents, and conducting legal research to support criminal and family law cases.
- Handled client communications, scheduling, initial interviews, and record-keeping for efficient case management.
- Coordinated with law enforcement and social services to gather documentation for thorough case preparation.

Constituent Services Intern, U.S. Senator Bob Casey

January 2024 – May 2024

- Exhibited empathy in every constituent interaction, ensuring thorough comprehension of their concerns and actively seeking appropriate resolutions or responses, even amid competing priorities.
- Effectively managed communication with constituents, ensuring prompt and efficient responses to inquiries, issues, and requests while continually learning to address different concerns and needs.
- Created a regional outreach project to connect constituents with local food security resources.

Campaign Manager, Judith Higgins for PA Senate District 28

March 2022 – November 2022

- Conducted in-depth policy research and developed the campaign platform, directly informing strategic messaging and voter outreach efforts.
- Led multi-channel campaign strategy, crafting persuasive content, implementing targeted advertising, and driving significant voter engagement.
- Managed volunteer recruitment and training, optimizing team efforts and ensuring cohesive campaign execution.
- Developed and implemented fundraising plans that resulted in over \$25,000 in total monetary contributions.