



MIMI A. COOLEY

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My NET WORTHWHILE™ is supporting both the team in growing SignatureFD communities through meaningful experiences.

Mimi is passionate about promoting a consistent, personalized experience across all SignatureFD client communities. As a Marketing & Events Specialist, she works closely with the Director of Marketing and Communications to implement the firm's marketing strategies, bringing awareness to the purpose of the brand among target audiences. With over 10 years of experience in event planning, she is also responsible for the development and management of the firm's event process.

Prior to her current role in marketing, she served as an Insurance Client Care Associate on our Solutions Team. She graduated from the University of Georgia with a Bachelor of Science in Family and Consumer Services and is currently pursuing a Digital Marketing Certification at Emory University.

Outside of work, Mimi volunteers with Open Hand Atlanta and has served on several local non-profit boards, including the Manna Fund.