

Courtney Smith

Communications Specialist

Seasoned Communications Specialist with excellent attention to detail and remarkable critical thinking skills. Proficient in developing and overseeing projects with focus on quality and efficiency.

Work History

2019-10 -
Current

Marketing Coordinator

Lakeview East Chamber of Commerce, Chicago, IL

- Maintained four separate organizational websites and operated seven social media accounts totaling more than 50k followers (content creation, scheduling, and community management)
- Coordinated digital advertising campaigns and assisted with print and OOH advertising
- Produced bimonthly e-newsletter, distributed to 28k+ subscribers
- Maintained accurate membership records and contact information for 400+ member businesses
- Assisted with production and distribution of niche publications, including annual membership directory and neighborhood guides for dining, retail, and beauty
- Coordinated with designers and printers to produce promotional pieces for events, programs, initiatives, and member businesses
- Managed content production including coordination, execution, and publishing of videos, photos, blog posts, and streams
- Managed office and clerical operations including answering and directing phone calls, general organizational emails, and in-person inquiries spanning organizational departments
- Basic filing, reporting, and budgeting duties
- Oversaw area gift card program consisting of 200+ local merchants

Contact

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Phone

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E-mail

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LinkedIn

<https://www.linkedin.com/in/csmith45/>

Skills

Marketing



Public Relations



Social Media



Interpersonal Skills



Customer Service



Organization



Attention to Detail



Proofreading



Software

2018-05 -
2019-10

Account Coordinator

Reputation Partners, Chicago, IL

- In client-facing agency role, researched, drafted and distributed media lists, press releases, media pitches and alerts, bylines, thought leadership pieces (short and long form), briefing documents, and coverage reports with pristine attention to detail
- Secured and facilitated media interviews, placements, and broadcast segments in local, regional, national, and trade outlets
- Developed in-depth social media playbook with detailed audits, recommendations and strategy
- Executed monthly social media content calendars and performance reports, and performed daily community management of multiple platforms for firm's top clients
- Drafted proposals, conference reports, status reports, and client correspondence
- Escalated issues to appropriate channels as necessary

2016-11 -
2018-05

Communications Intern

Chicago Fair Trade, Chicago, IL

- Managed omnichannel communications for nonprofit advocacy and membership-based organization, including planning and executing social media strategy, digital content, e-newsletters, and event promotion; raised over \$24,000 in donations through virtual flash fundraiser, primarily through social media and email marketing

Education

2014-08 -
2018-05

Bachelor of Arts: Public Relations And Advertising

Loyola University Of Chicago - Chicago, IL

- Minored in Psychology

Social Media Management

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Canva

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Microsoft Suite

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Word Press, Wix

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Shopify

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Meltwater

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Brandwatch

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MailChimp, Constant Contact, Robly

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Cision

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Google Drive

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