

# Courtney N. Steinberg

Content Strategist, PR & Marketing Professional

✉ Cstein900@yahoo.com

☎ (561) 601-9057

📍 410 Evernia St, apt. 731, West Palm Beach, FL 33401

## **CAREER OBJECTIVE**

Detail-oriented professional with 10+ years of experience and a proven knowledge of content creation, website management, digital marketing and public relations.

## **PROFESSIONAL EXPERIENCE**

### **Content Marketing Manager**

*Pandemic Response Lab, Remote / January 2022 – March 2023*

- Drive the content strategy lifecycle: plan, produce, distribute and assess engaging content for brand, demand generation and thought leadership efforts
- Own the development and execution of a content calendar with themes that align with evergreen content, campaigns, product launches and integrated marketing initiatives
- Develop compelling messaging across various mediums, including sales support collateral, website copy, email copy, case studies, social media posts, event promotions, an internal newsletter, and presentations
- Work cross-functionally to distribute content through appropriate channels for maximum impact, and continuously measure engagement to improve performance

### **Marketing Manager, Florida Region**

*Prominence Health Plan, West Palm Beach, FL / September 2020 – January 2022*

- Developed and implemented traditional marketing communication strategies to promote the Prominence brand and engagement initiatives
- Collaborated with other members of the marketing team, internal clients and outside vendors to build relationships and meet business objectives
- Helped craft sales and marketing materials and tools to ensure clear, concise information is shared in a timely manner to key internal and external stakeholders
- Assisted with all steps of writing projects, including information gathering and content development, review, editing, compliance review, proofreading and final publication

### **Freelance Writer**

*Red Spot Interactive / April 2020 – August 2020*

*PaperStreet / April 2020 – August 2020*

- Wrote website landing pages and blogs for two clients: Red Spot Interactive is a medical marketing/software company and PaperStreet is a marketing agency for law firms

### **Senior Content Manager**

*Red Spot Interactive, Jupiter, FL / Nov 2018 – April 2020*

- Led the content team in the writing, editing, updating, proofing and placement of content on client websites
- Managed/assigned projects to a team of freelance writers/proofreaders
- Developed creative concepts and copy for advertisements that met client approval

- Collaborated with designers on creative communications such as online and print advertisements
- Proofed all creative pieces for grammar, misspellings and overall message prior to being sent to clients
- Worked closely with clients to develop and execute a proactive social content calendar
- Ensured newly generated website content strategically implemented key terms to enhance the client's organic search visibility
- Led the quality control process for newly developed websites, ensuring functionality on desktop and mobile
- Worked with developers to fine-tune website before it was presented to client

## **Content Manager**

*Red Spot Interactive, Jupiter, FL / Nov 2017 – Nov 2018*

- Oversaw the writing, editing, updating, proofing and placement of content on client websites
- Managed a team of freelance writers/proofreaders
- Developed creative concepts and copy for advertisements that met client approval
- Collaborated with designers on creative communications such as online and print advertisements
- Worked closely with clients to develop and execute a proactive social content calendar
- Ensured newly generated website content strategically implemented key terms to enhance the client's organic search visibility

## **Medical Scribe**

*Flagler Medical Associates, West Palm Beach, FL / Apr 2017 – Nov 2017*

- Accurately and thoroughly documented patient visits including medical histories and physical exams, patient education and explanations of risks and benefits, physician-dictated diagnoses, and prescriptions and instructions for patient or family members for self-care and follow-up
- Researched contact information for referring physicians, coordinate referrals, make phone calls and perform other clerical tasks as assigned
- Ensured that all clinical data, lab or other test results, and the interpretation of the results by the physician, are recorded accurately in the medical records
- Proofread and edited all medical documents for spelling, punctuation and grammar

## **Public Relations Manager**

*Tenet Healthcare, Coral Springs, FL / May 2016 – Dec 2016*

- Created a social media content calendar to curate custom posts and generated monthly reports to track engagement and audience growth
- Monitored social media pages and review sites around-the-clock to identify potential crisis situations and resolve any patient issues or concerns as quickly as possible
- Met with hospital CEOs on a regular basis to determine what type of messaging to relay to the public
- Assisted physicians during media interviews and supervised reporters and camera crews while on-site at the hospitals
- Shot and edited videos for social media, patient testimonials and corporate communications
- Produced informative health articles and press releases for Tenet's 11 South Florida hospitals to garner coverage in local/national publications and TV newscasts
- Helped generate thousands of dollars in profits annually as a result of positive media placements
- Wrote, edited and disseminated internal and external communications pieces including press releases, newsletters, website content, brochures, patient testimonials, CEO talking points/letters, employee/physician profiles and more
- Managed and maintained hospitals' Facebook and Twitter pages to increase community engagement and enhance Tenet's brand and reputation

## Writer & Editor, Public Relations

Tenet Healthcare, Coral Springs, FL / Jun 2014 – May 2016

- Served as the lead writer for the Florida Region, consisting of 11 hospitals throughout South Florida
- Wrote/edited press releases, health articles, patient testimonials, media alerts, CEO talking points, marketing collateral and more
- Assisted with writing/editing for Tenet's Southern Region, including Georgia, NC, SC and Alabama
- Managed/trained interns on proper writing techniques/AP style and assigned various projects
- Posted live Facebook/Twitter updates from media shoots and events

## Public Relations Intern

Tenet Healthcare, Coral Springs, FL / May 2013 – Jun 2014

- Posted live Facebook/Twitter updates from media shoots and events
- Wrote press releases, media alerts, health articles for publications and patient testimonials
- Built relationships with local reporters and coordinate media opportunities for hospitals
- Assisted marketing team with promoting and executing events
- Took photos at events to send out for post press coverage

## Public Relations Specialist - IT Division

University of Florida, Gainesville, FL / Mar 2012 – May 2013

- Initiated content from start to finish on the University of Florida homepage, seen by more than 260,000 unique visitors each week
- Maintained relationships with customers through the UFIT's social media pages by posting relevant and relatable content
- Kept track of all communications and social media outreach efforts by managing multiple spreadsheets on a daily basis
- Assisted with the planning, promotion, and execution of events
- Wrote and edited news stories for the UFIT news website and other media outlets

## EDUCATION

### University of Florida

#### Gainesville, FL

*B.S. Public Relations (May 2012)*

*Minor in Business Administration (May 2012)*

## ADDITIONAL SKILLS

|                                  |                  |                         |                     |
|----------------------------------|------------------|-------------------------|---------------------|
| Copywriting                      | Editing/Proofing | Social Media Management | WordPress           |
| Search Engine Optimization (SEO) | Leadership       | Communication           | Customer Service    |
| Internal Communications          | Public Relations | Project Management      | Web Content Writing |
| Marketing Strategy               | Microsoft Office | Email Marketing         | Advertising         |

*\*References available upon request\**