

## **Courtney Barker**

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### **Education:**

**Southern New Hampshire University:** Master's in Communication – 2023 – 2024 (GPA: 4.0)

**City College of New York:** Post-Baccalaureate Program in Pre-Medical Studies – 2003 – 2005 (GPA: 3.8)

**Ithaca College:** Bachelor of Science, Cum Laude – 1995 - 1999 (GPA: 3.5); Communications major with English minor

### **Recent Experience:**

#### **Freelance Writer & Public Relations Associate, April 2023-present**

- Consult on public relations strategy and media pitches for local and national outlets
- Mentor junior associates and provide guidance on public relations tactics
- Edit media pitches, client reports and ghost-written pieces
- Write press materials and ghost-written articles

#### **Marketing Coordinator, Anthem, Latham, NY, July 2019-April 2023**

- Led the planning, promotion, and execution of annual awards program and event designed to increase brand awareness, highlight mission, and serve as a vehicle to promote thought leadership.
- Managed sponsorship packages, which included native content development, creation of digital and print ads, script/talking point development, and/or production of microsite content.
- Executed the community relations program for the New York Capital Region (developed initial concept, gained internal support, and nurtured or initiated relationships with community-based organization partners).
- Communicated New York State mandates to internal and external audiences by mail and email.
- Wrote materials for New York marketing including native content pieces, scripts/talking points, ghost written internal communications from leadership, and external communications to members, employers, and insurance brokers.
- Edited written work for local New York team and worked with legal department to ensure materials are appropriate for external audiences.
- Developed LinkedIn posts for local New York market.

#### **Freelance Writer, March 2016-July 2019**

- Wrote thoroughly researched, SEO optimized press releases, articles, social media content, web copy and blogs. Project highlights include:
  - Article for San Diego Gamma Knife Center (SDGKC) on precision medicine.
  - Blog post introducing Thermo Fisher initiative to combat aflatoxin.
  - Article for NuView Life Sciences on rising costs of cancer treatment.
  - Facebook post, customer email and web copy for Main-Care Energy.

#### **Public Relations Associate (temporary position for length of tour), Moscow Ballet, Pittsfield, MA, July 2015-March 2016**

- Implemented, pursued and facilitated interviews and press coverage for 40 cities in western USA and Canada.
- Developed social media campaign to highlight tour, educational programs and non-profit partnerships.
- Wrote press materials, biographies, grant applications, social media updates, professional correspondences, etc.

#### **Communications Manager, Sunrise Management & Consulting (SMC), Albany, NY, April 2014-July 2015**

- Authored news release and article featuring results from SMC multi-family market report.
- Created SMC Facebook page, Twitter feed, Pinterest site and blog.

### **Public Relations Agency Experience:**

#### **Senior Account Executive, Cooney/Waters Group, New York, NY, 2005 – 2006**

- Developed messaging and press kit for launch of Sanofi Pasteur, Inc.'s Tdap vaccine.
- Drafted press kit (press release and fact sheet) for Alcon's Patanol and Patanase.
- Organized Abbott Laboratories-sponsored *Picturing Hope* exhibit where children affected by HIV/AIDS displayed photographs of their life experiences at the Asia Society in New York City.

#### **Account Executive, Rowland Communications Worldwide, New York, NY, 2000 – 2003**

- Instrumental in the launch of Beech-Nut First Advantage with DHA, an omega-3 fatty acid.
  - Conducted extensive research on benefits of DHA in infant cognitive development.
  - Managed advertising team to ensure brand integrity and unified messaging. Oversaw and collaborated on development of copy.
  - Penned mat feature picked-up by newspapers nationwide (ultimately reaching over eight million readers).
- Assisted President of Rowland Communications with bid to bring Mevacor over-the-counter.
  - Drafted presentations for cardiovascular medical conferences.
  - Wrote consensus building letters/emails for distribution to cardiovascular thought leaders.

### **Outside Sales Experience**

#### **Ricoh USA, Latham, NY, 2010 – 2014**

- Identified pain points in client's information management system.
- Prepared and conducted presentations offering solutions to pain points.
- Utilized Salesforce® and Marketo®.

#### **Lincare d.b.a. France Homecare, Scotia, NY, 2007 – 2010**

- Promoted respiratory products including bronchodilator and glucocorticosteroid medications, CPAP therapeutic devices, oxygen delivery systems and nebulizers.
- Developed relationships leading to over 50 new referral sources.

*References provided upon request*