

kourtney t.

professional creative

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education

Temple University
B.A. Advertising
Graduated: May 2019

Temple University
M.S. in Innovation Management
and Entrepreneurship
Graduated: May 2021

leadership

Member | Black Women United
Support Group of U.S. Bank
February 2024 - Present

Founder | Rooted HBG
January 2024 - Present

Board Member | Film, Arts,
Culture and Tourism Specialists
(FACTS) 501(c)3
August 2021 - August 2022

Alumni Advisor | Temple
University Black Student Union
April 2018 - April 2019

President | Temple University
Black Student Union
April 2017 - April 2018

skills

Project Management
Strategic Planning
Analytic Reporting
Collaborative Leadership

Dedicated project management professional with experience in project coordination and management open to opportunities in project and brand management. Leverages extensive knowledge of strategic planning, cross-functional collaboration, analytic reporting and creative design to inspire a dynamic marketing capabilities.

Regional Marketing Specialist, PFM Asset Management, U.S. Bank subsidiary July 2023 - Present

- Manage marketing projects from conception to completion for 6 states and 8 local government investment pools across the Midwest (Illinois, Michigan, Minnesota, Missouri, Nebraska, Wyoming)
- Develop and execute project plans and timelines for various marketing activities, including: conference planning and strategy, client education offerings, external speaking engagements, and email marketing
- Organize and lead working calls with local project teams to execute project plans
- Track monthly budget spending and performance analytics for marketing activities.
 - Create detailed reports of key performance indicators (KPIs) and returns on investment (ROI) for said activities
 - Present significant findings to regional leaders during monthly check-ins
- Collaborate with local relationship managers and cross functional marketing team members to innovate internal processes
- Collaborate with internal partners across U.S. Bank to move projects through proper channels

Marketing Specialist, PFM Asset Management LLC, U.S. Bank subsidiary June 2022 – July 2023 | Harrisburg, PA

- Assisted LGIP Marketing Specialist with the management of marketing and advertising projects across 18 local government investment pools
 - Assumed full responsibility for said projects during their leave of absence
- Conducted in-depth research and reporting on new marketing initiatives
 - Provided progress updates, SWOT analyses and strategic recommendations to management team during monthly check-ins
- Led group wide implementation of Microsoft Project
 - Created internal processes and best practice methodologies for post-implementation use cases
- Assisted with launch of PFAM and USBAM's shared newsletter "The Bridge"
 - Served as project manager for editions one to four
- Created, edited and distributed marketing and advertising materials according to the PFAM Brand Standard Guide

Marketing Extern, Institutional Diversity, Equity, Advocacy and Leadership of Temple University

August 2019 – August 2021 | Philadelphia, PA

- Managed the Creative Marketing Team on all internal and external marketing projects from conception to completion
- Developed individual and group timelines for creative marketing projects using project management software, Basecamp
- Facilitated communications between Director and Creative Marketing Team for all project briefings, proposals, and launches
- Collaborated with campus leaders and partners to plan and execute campus-wide programming, events, workshops, trainings, etc.
 - Served as a facilitator for cultural conversations hosted in programming slate
 - Gained Safe Zone certification for conversations related to LGBTQIA+ topics
 - Attended yearly in-person DEI trainings required by Temple administration
- Critiqued all marketing materials to ensure projects met Temple University's Unbreakable Brand Standard Guidelines
- Analyzed social media performance analytics to inform month over month strategy