

kourtney t.

Cultivator of Content

education

Temple University | B.A. in Advertising
Graduated: May 2019

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

leadership

Dapper Award Recipient,
Temple University Advertising
and Public Relations Department
April 2019

Nominee, Publicis Media
Multicultural Talent Pipeline
October 2018

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

skills

Adobe Suite
Basecamp
Facebook Insights
Planable
Twitter Analytics
Website Design
(Wix and Squarespace)

experience

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

August 2019 – August 2021 | Philadelphia, PA

- Supervised the Creative Marketing Team on all internal and external promotional projects from conception to completion
- Planned and scheduled both individual and group timelines for creative marketing projects using Basecamp
- Critiqued all materials to ensure projects met Temple University's Unbreakable Brand Standard Guidelines
- Facilitated communications between Office Director and Creative Marketing Team for all project briefings, proposals, and launches
- Documented and analyzed each campaign performance through monthly reporting

Graphic Design and Social Media Intern, Orientation, New Students and Family Programs Office of Temple University

October 2018 – May 2019 | Philadelphia, PA

- Led the redefinition and redesign of office's brand style guide and logo
- Designed digital and print promotional materials for all events/programs
- Planned and managed full roll out schedule for all creative campaigns
- Communicated with directors and coordinators to benchmark progress and roadblocks through weekly reporting

Social Media Intern, Chandelier Property Group

May 2018 – October 2018 | Philadelphia, PA

- Created content for all social channels including Instagram and Facebook
- Utilized scheduling software, Hootsuite, to establish a bi-weekly timeline for content posting
- Utilized Instagram and Facebook Insights to track key performance indicators listed within the social media growth strategy
- Created 1 viral post, gaining 2,500 new Instagram followers in 24 hours

Marketing Intern, Painted Bride Art Center

January 2018 – June 2018 | Philadelphia, PA

- Sat on the planning board committee for the organization's annual "Dance with the Bride" fundraising gala
- Crafted emails and phoned potential collaborators for show bookings
- Designed digital and print promotional materials for shows and events leading up to the fundraiser