

COURTNEY KURHAYEZ

Writing Samples available at courtneykurhaye.com

SUMMARY

- Knowledgeable in digital platforms (Slack, Teams, Wordpress, Canva, Twitter, Instagram, and YouTube)
- Experienced with conducting and compiling research
- Certifications: Hootsuite Platform; Hootsuite Social Marketing; Hubspot Content Marketing; + more

EXPERIENCE

Assistant Director

December 2020-Present

Cardinal PR, North Central College, Naperville, IL

- Collaborate with Executive Director and oversee Account Executives and Account Specialists
- Responsibilities listed below

Account Executive

March 2019-December 2020

Cardinal PR, North Central College, Naperville, IL

- Produce client-facing works including writing email messaging and creating posters
- Experience with blogger outreach, writing newsletters, and creating promotional graphics (Canva)
- Experience with reviewing and revising pitches, client support and updating media lists
- Produce written and visual content for monthly newsletters

Social Media/Marketing Intern

August 2020-Present

Raise Your AQ, Chicagoland, IL

- Create media lists and pitches to solicit pre-release book quotes from readers and contributors
- Copyedit and manage weekly blog posts (e.g., interviews, informational)
- Create social media graphics
- Collaborate with industry professionals on marketing plans and materials

Undergraduate Student Researcher

June 2019-Present

North Central College, Naperville, IL

- Collaborate as a team and project manage two other authors
- Researched, collected, and analyzed qualitative data for a competitive research paper on influencers
- Accepted into and awarded as a Top Paper in Popular Culture at the Central States Communication Association 2020 Annual Conference (CSCA)

Owner and Content Creator

April 2017-Present

Buried in a Bookshelf

- Write blog posts (reviews, author interviews, playlists, upcoming releases, etc.)
- Photograph, edit, and post creative photos on social media
- Coordinate and schedule other influencers to review advance reader copies of books for blog tours

Publicity Team Lead

January 2021-Present

30 North Undergraduate Literary Magazine, North Central College, Naperville, IL

- Manage a team of four students, along with a social media content calendar
- Curate photos, posts, and write copy for social media (Twitter, Instagram, Facebook, Tumblr)

Produce Clerk

June 2017-Present

Jewel-Osco, Countryside, IL

- Prepare juice, salad bar, fresh-cut vegetables and fruit, and stock shelves

EDUCATION

North Central College

May 2021

• **B.A. Organizational Communication & Interactive Media Studies**

- Minors: English Studies & Speech Communication
- Concentration: Public Relations
- Honor Societies: Lambda Pi Eta, Tri-Alpha, & Sigma Tau Delta
- Major GPA: 4.0/4.0
- Overall GPA: 3.9/4.0