

COURTNEE OWENS

EDUCATION

California State Polytechnic Univ,
Pomona
(2016-2021)

Bachelor of Science

Communication, Public Relations

SKILLS

Adobe InDesign
Microsoft Office
Slack / ClickUp / Sked
Copywriting
Blog Composition

EXPERTISE

(Info)graphic design
Community Management
Wordpress

EXPERIENCE

MADE IN COLOR

JUNE 2021
PRESENT

COMMUNITY MANAGER

- Conduct research from audience personas to competitive analysis.
- Maintain weekly engagement across multiple platforms
- Execute digital strategies to drive and increase engagement
- Prepare, analyze and present monthly social performance reports with actionable insights and KPIs

STRATEGIC COMMUNICATION

JUNE 2020
MAY 2021

PUBLIC RELATIONS ASSISTANT

- Interviewed and wrote feature profiles on students, alumni and faculty
- Updated school blog with local news articles
- Created infographics for official social media accounts
- Brainstormed ways to increase engagement across all social platforms
- Brainstormed and lead social media campaigns for cultural events (Black History Month, Hispanic Heritage Month)

DR O'S BEAUTY

JAN 2021
MAY 2021

SOCIAL MEDIA MARKETING INTERN

- Content strategy and creation for all platforms (Tik Tok, Pinterest, Instagram)
- Actively engaged with fans and customers across all platforms
- Grew and maintained influencer database
- Researched assigned projects (video ideas, looks, influencers, etc.)
- Researched and reported on growth and engagement hacks per platform
- Schedule social media posts weekly

CPP DINING

AUG 2018
MAY 2020

SOCIAL MEDIA MARKETING ASSISTANT

- Organized cross platform content strategies
- Developed new social media campaigns from the ground up, considering Cal Poly Pomona students needs and wants
- Monitored social channels for trends to capitalize on via social media platforms
- Assisted with capturing and analyzing social media metrics
- Assisted with event planning and marketing out to campus
- Assist in the execution of marketing plans, strategies, campaigns and promotions for all Dining Service's units campus-wide

LASHELLE MEN

APR 2020

SOCIAL MEDIA STRATEGIST - FREELANCE

- Researched and conducted analysis on client's brand, audience and current strategy
- Curated content strategies and tactics to improve engagement and overall aesthetic of social channels
- Designed sample Instagram posts and stories for client