

# 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 + INFLUENCER STRATEGIST

- Grew and maintained influencer database via outreach, extensive research on various platforms and reporting
- Content strategy and creation for all platforms (Tik Tok, Pinterest, Instagram)
- Actively engaged with fans and customers across all platforms
- Delevoped criteria for ambassadors, conducted research for fitting ambassadors and drafted verbiage for outreach and negotiation
- Researched and reported on growth and engagement hacks per platform
- Schedule social media posts weekly

### CPP DINING

AUG 2018  
MAY 2020

#### ASSISTANT MARKETING MANAGER

- 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