



Courtney Robinson

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The Art Institute of Pittsburgh
BS in Advertising, December 2010

Employment

Penn State University - Penn State IT Marketing and Communications, State College, PA Marketing Communications Specialist 3, October 2016-Current

- Develops comprehensive communications strategies for enterprise technologies with IT leadership and managers in a dynamic, fast-paced environment
- Leads communication projects, managing communications team and all web, design, and written deliverables, ensuring accuracy, strategic alignment, and on-time delivery
- Supervises, guides, and trains student staff for New Student Orientation performance and informational event tables
- Initiates outreach opportunities by analyzing potential, facilitating meetings, and fostering relationships such as with the LEAP program or GPSA
- Manages communication project expenses, updating billing databases and ensures projects stay within budget

Penn State University - Information Technologies Services and Solutions, State College, PA Marketing Communications Specialist 2, November 2014-September 2016

- Developed and executed integrated communications plans for IT services, including Lynda.com, increasing usage by 9% and logins by 53%
- Cultivated, wrote, and administered content for multiple IT service websites
- Designed and wrote for print materials, brochures, digital ads, and digital signs
- Reviewed documentation and communications to ensure compliance with internal style guides and Penn State University policies

Trax Farms, Finleyville, PA

Advertising Manager, February 2011-September 2014

- Set strategic vision for integrated communications, branding, and marketing plans
- Conceptualized, designed, and approved all marketing deliverables
- Prepared all artwork and photography for web, local printers, and newspapers such as Pittsburgh Post-Gazette and the Pittsburgh City Paper
- Collaborated daily with department managers to brainstorm promotional content, new events, and potential business opportunities
- Managed Facebook account, leading to a 830% increase in organic weekly reach and a 400% growth in 'likes'
- Led website redesign, wrote, and managed all content leading to a 238% increase in pageviews, 38% increase in sessions, and a 55% decrease in bounce rate

Skills

Interpersonal

Change Management
Emotional Intelligence
Facilitation
Leadership
Negotiation
Project Management

Communication

Content management
Campaigns
Editing
Public Speaking
Social Media
Writing

Design

Art Direction
Branding
Creative Direction
Graphic Design
Photography
Videography

Technology

Adobe CC
Constant Contact
Hootsuite
MailChimp
Microsoft Office 365
WordPress

Certifications

Axelos ITIL Foundation Certificate in IT Service Management,
Google Analytics Academy: Advanced Google Analytics,
Penn State Emerging Leader 2018