

Courtney Johnston

www.courtneywrites.com

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SUMMARY

Project Manager • Editor • Writer • Account Manager

SPECIAL SKILLS

Copywriting/Editing, HTML, WordPress & Other Blogging Platforms, Social Media, SEO, AP Style, Google Analytics, Content Strategy, Editing Vision, Account Management, Customer Relations, Microsoft Suites, Adobe Suites, Detail-Oriented, Deadline-Driven, Highly Adaptable

ACCOMPLISHMENTS

- Created a uniform style template for company blogs for Eckim Marketing
- Streamlined the order batching process at Direct Shot Distributing, saving the company \$80,000
- Received the company VIP and All Star awards from Direct Shot Distributing

EDUCATION

2013 – 2015 | Master of Arts in English | University of Indianapolis – *Indianapolis, IN*

FREELANCE EXPERIENCE

Jan '16 – Present | Only in Your State – *Indianapolis, IN* | Indiana Content Writer (*freelance*)

- Craft eye-catching, regionally interesting articles

Jul '15 – Present | Fountain Square Houses – *Indianapolis, IN* | Content Writer (*freelance*)

- Compose compelling event reviews and posts about downtown Indianapolis

Jan '14 – Present | University of Indianapolis – *Indianapolis, IN* | Writing Lab Faculty (*part-time*)

- Assist graduate students with written compositions; offer stylistic and grammatical instruction

May '13 – Jan '15 | Music Underground – *Online* | Writer (*freelance*)

- Previewed upcoming new release albums and attended concerts; crafted compelling reviews
- Created site traffic via social media outreach

Aug '12– Sept '13 | Eckim Marketing – *Indianapolis, IN* | Blog Manager: Writer, Editor (*part-time*)

- Recognized for crafting skilled writing pieces which connected with audiences and customers
- Managed/edited all blog posts for the company's featured sites; promoted traffic via social media

PROFESSIONAL EXPERIENCE

Feb '16 – Present | MediaSauce – *Indianapolis, IN* | Project Manager

- Act as project lead and coordinator for projects and retaining accounts
- Oversee collaboration efforts internally and externally
- Ensure projects are completed on-time and on-budget
- Create content and engagement via blogs, websites, and social media internally and externally

May '12 – Feb '16 | Anderson: Direct Shot Distributing – *Franklin, IN* | Project Coordinator

- Effectively co-manage Universal Music and Mailboat Records' distribution accounts
- Successfully managed, on-boarded, and integrated Mailboat Records' account
- Create time saving reports and functions for better management of vendor non-compliance issues
- Create training documentation and procedure manuals

Oct '09 – May '12 | Sony DADC – *Voorhees, NJ* | Project Coordinator

- Successfully on-boarded and managed video distribution accounts: Disney, Warner, Redbox, HP
- Known as the Excel guru; point person for creating and improving training documentation
- Trained and supervised two employees