

# Courtney Johnston

www.courtneywrites.com

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## SUMMARY

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Project Manager • Resource Manager • Editor • Writer • Account Manager

## SPECIAL SKILLS

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WordPress & Other Blogging Platforms, Mavenlink, Monday.com, Google Drive, Google Analytics, Content Strategy, Editing Vision, Account Management, Customer Relations, Copywriting/Editing, HTML, AP Style, Microsoft Suites, Adobe Suites, Detail-Oriented, Deadline-Driven, Highly Adaptable

## ACCOMPLISHMENTS

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- Created and conducted training sessions/processes for all employees at Revenue Path Group
- Compiled a pool of qualified, low-cost resources to save an average of 30-60% on project expenses
- Streamlined the order batching process at Direct Shot Distributing, saving the company ~\$80k

## PROFESSIONAL EXPERIENCE

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**Feb '16 – Present** | Revenue Path Group – *Indianapolis, IN* | Resource Manager & Project Manager

- Act as project lead and coordinator for projects and retaining accounts (30+ client accounts)
- Manage all company resources (in-house and freelance) to ensure timely delivery
- Create website and marketing copy; edit and proofread websites and marketing materials
- Schedule and maintain team members' schedules to achieve capacity goals

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

- Effectively co-managed Universal Music and Mailboat Records' distribution accounts
- Created time-saving reports/processes for better management of vendor non-compliance issues
- Created 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

## FREELANCE EXPERIENCE

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**Jan '18 – Present** | The Culture Trip – *Worldwide* | Indianapolis Feature Writer (*freelance*)

- Create SEO friendly and compelling articles about Indianapolis and other Midwestern cities

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

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

**Jan '16 – Apr '18** | Only in Your State – *USA* | Indiana and Indianapolis Content Writer (*freelance*)

- Crafted eye-catching, regionally interesting articles

**Jul '15 – Jan '18** | Fountain Square Houses – *Indianapolis, IN* | Content Writer (*freelance*)

- Composed compelling event reviews and posts about downtown Indianapolis

**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

## EDUCATION

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