

# COURTNEY RELLERGERT

• Marketing • Advertising • Market Research • Entrepreneurship •

## ABOUT

A determined, passionate marketer with an entrepreneurial spirit who has a desire to continue to grow and learn in the marketing industry, diverse experience inside and out of the industry, and has an award for being an outstanding marketing student exemplifying cultural competence, ethical leadership, and community engagement.

## EDUCATION

2018-2019 • Missouri State University • GPA: 3.91  
MBA Accelerated Program  
Graduate Certificate in Entrepreneurship

2015-2018 • Missouri State University • GPA: 3.97  
BS Advertising and Promotion  
BS Market Research

## PROFESSIONAL EXPERIENCE

### 2020-Present Digital Marketing Freelancer

- Create email marketing campaign elements focusing on engagement and brand awareness
- Perform research, collect and interpret data, and convey new insights creatively
- Complete brand competitor research for use in brand management
- Manage time, projects, and invoices professionally

### 2019-Present Missouri State University Foundation

Corporate and Foundation Relations Research Assistant

- Assist in raising over \$7 million for Missouri State University programs
- Research and report on current and prospective donors and grantmakers
- Create, edit, and manage crowdfunding campaigns through GiveCampus
- Generate, edit, and proofread content for social media, proposals, presentations, etc.

### 2017-2018 Digital Intersection

Digital Marketing Associate

- Create and execute digital marketing campaigns
- Manage Google AdWords and Google Analytics for company and clients
- Collect, interpret, and visually represent data for reports and presentations
- Develop creative presentation decks for clients in various industries
- Create, edit, and publish content to websites

## LEADERSHIP EXPERIENCE

### 2018 Missouri State University Advertising Team

Marketing Research Director

- Create a re-branding campaign for a prominent hospital chain in Missouri
- Lead all research efforts, data collections, and analysis with quick turnaround times
- Lead the research team while serving on the website, social media, and public relations teams
- Create campaigns for clients in various industries in the Springfield, Missouri community

### 2015-2018 Alpha Sigma Alpha - Beta Sigma

Social Sorority

### 2016-2017 Vice President of Public Relations and Recruitment

- Run the nation's largest chapter's social media accounts and maintain community relations
- Plan two weeks of recruitment events for over 1000 women to attend
- Serve on the executive board while leading recruitment, membership selection, and public relations committees
- Volunteer Girls on the Run Coach (2 years)

## PROGRAM EXPERIENCE

Adobe Illustrator	Google AdWords	Microsoft Excel	Prezi	Wix
Adobe Photoshop	Google Analytics	Microsoft Word	Hubspot	Squarespace
Adobe Lightroom	All social media platforms	Microsoft PowerPoint	Mailchimp	WordPress
IBM SPSS	Etsy Sellers	Survey Monkey		