

COURTNEY C. FLOEGEL

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Phoenix, Arizona

PROFESSIONAL EXPERIENCE

SPARKPOINT STUDIO | DIGITAL MARKETING & PR COORDINATOR

July 2018—Present

Develop and execute digital public relations campaigns through social and online media outreach with a particular focus in publishing, pop culture, arts, entertainment and women's media outlets.

- Coordinate with clients & influencers to execute multifaceted influencer marketing campaigns, achieving a social reach of millions.
- Create, edit and produce multimedia content for company and brand promotion.

VANGUARD | PERSONAL INVESTMENT BROKERAGE ASSOCIATE

July 2017—July 2018

Assist retail investors in achieving their financial goals by building relationships with clients to understand their individually unique investment needs to educate and position appropriate products and solutions.

- Adapted to a fast-paced environment and quickly exceeded the defined role standards & competencies.
- United team by establishing roles and delegating responsibilities, increasing efficiency, morale, and resulting in our team emerging as the department-wide leaders of performance metrics across the board.
- Active FINRA Series 7 & Series 63 licenses in all 53 US states & territories [CRD#: 6849551].

USC DARLA MOORE SCHOOL OF BUSINESS | MARKETING INTERN

Aug 2014—May 2017

Reported to the Director of International Activities; developed and implemented a cross-platform marketing strategy for the business school's short-term study abroad programs to a broad range of university audiences.

- Launched and maintained the office's social media platforms using media management tools like Hootsuite, Klout, and MailChimp, achieving account growth of over 200%.
- Delivered dynamic presentations to classes and organizations of up to 500 students.

FLEISHMANHILLARD [AN OMNICOM COMPANY] | PUBLIC RELATIONS INTERN

May 2016—Aug 2016

Supported the Raleigh office's technology and nonprofit teams; performed responsibilities of a junior team member such as building media contact lists, media monitoring, and event coordination.

- Composed and presented media pitches, securing placements in various national and local media for clients Lowe's Home Improvement, Tyson Foods, and the St. Baldrick's Foundation.
- Tracked existing campaign success using the social media analytical platforms Netbase and Compete.

USC OFFICE OF NEW STUDENT ORIENTATION | ORIENTATION LEADER

Jan 2015—Dec 2015

Guided incoming students through the university, utilizing knowledge of the campus' history and traditions to generate excitement through encouraging attendance opportunity and ensure a positive first impression.

- Facilitated small group discussions on both informational and sensitive topics to inspire students to develop a comprehensive plan of action for the start of their undergraduate careers.
- Recruited and interviewed candidates for the 2016 class of Orientation Leaders.

EDUCATION

UNIVERSITY OF SOUTH CAROLINA | DARLA MOORE SCHOOL OF BUSINESS

Bachelor of Science in Finance & Marketing, Minor: French Language

Honors: Cum Laude, *with Leadership Distinction*

Graduated: May 2017

GPA: 3.65

STUDY ABROAD:

- AMERICAN BUSINESS SCHOOL OF PARIS | Paris, France
- KEIO UNIVERSITY | Tokyo, Japan

Spring 2016

May 2014

LEADERSHIP ACHIEVEMENTS & SKILLS

- First place winner of the UNICC Case Competition at the Universidad de Navarra in Pamplona, Spain (2017)
- University 101 Peer Leader & Teaching Assistant—2016-2017
- Chief Financial Officer and Founding Member of SCORE (South Carolina Organization of Real Estate)
- Member of Omicron Delta Kappa Leadership Honor Society- Chi Circle
- Member of Pi Delta Phi National French Honor Society
- Administrative Correspondent & Special Events Volunteer at 701 Center of Contemporary Arts—2013-2017
- Business Proficient in French