

COURTNEY HOLLIDAY

Digital Marketing | Copywriting | Social Media

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📍 Greater Philadelphia, PA

🌐 www.courtneyholliday.com

Writer at heart, innovator by nature, strategist from experience. Not your traditional marketer. I'm a creative, self-starter that develops captivating content, brings big-picture thinking to the forefront, and sets brands in motion.

As a seasoned digital strategist, copywriter, and social community builder, I specialize in creating impactful content and digital campaigns that drive business growth.

I lead diverse teams from ideation to creation of cross-channel campaigns to execute breakthrough work that builds brands and reaches audiences with impact.

EDUCATION

● University of South Florida

Bachelor's Degree, Advertising & Sociology
Summa Cum Laude, 3.94 GPA
2013-2017

● Columbia Business School

Certificate in Digital Marketing - Customer Engagement, Social Media, SEO and Analytics
Completed in 2020

SKILLS

Creative Concepting	<div style="width: 100%;"></div>
Copywriting	<div style="width: 100%;"></div>
Photography	<div style="width: 100%;"></div>
Design & Video Editing	<div style="width: 100%;"></div>
SEO/Web Development	<div style="width: 100%;"></div>
Team Management	<div style="width: 100%;"></div>
Critical Thinking	<div style="width: 100%;"></div>

EXPERIENCE

Total Health Conferencing

● Marketing Director | November 2022 – Present

- Established and scaled the brand as the company expands its offering and developed a non-profit arm. Evolved company positioning and campaign strategy to effectively promote new offerings.
- Launched a blog and managed a team of writers/KOLs to effectively engage the community with relevant content that established thought leadership in the oncology medical education space.
- Managed collaborative relationship with PR team to develop thought leadership and expand media activations.

● Marketing and Branding Manager | May 2020 – Nov. 2022

- Led rebrand and website redesign that allowed an in-person-only conferencing business to evolve into a media company amid a pandemic. New website design and SEO optimization increased weekly visitors by 10K.
- Implemented a new marketing automation platform and CRM database that grew the audience from 30K to 80K. Evolved email marketing strategy increased email open rate from 18% to 24% and improved click-through rate by 5%.
- Infiltrated the highly unreachable #MedTwitter audience with quarterly influencer campaigns that delivered valuable insights in real time. Campaigns grew social following by 57% and increased impressions by 720%.

Macy's | Social Media Content Editor

June 2019 – May 2020

- Established fashion authority by implementing a real-time, street-style content strategy that resulted in 740+ new followers daily, a 20% increase from daily new followers YOY, and a 117% increase in engagement.
- Defined and refined cross-platform social voice for the Macy's brand while incorporating tone and messaging strategy for collaborative retail partners and featured product brands.
- Led multidisciplinary creatives from conception to execution of social content shoots utilizing in-house production teams and modeling agencies – all while incorporating the fashion office's vision.

MRM//McCann

● Copywriter | June 2018 – May 2019

- Collaborated with cross-functional agency teams to pitch new clients.
- Researched and developed study abroad articles that reached audiences at strategic points in their academic journey. Posts lived on an award-winning blog for our client, TOEFL.
- Partnered with art directors to create dynamic digital and social ads that targeted and engaged potential tennis coaches as part of the Net Generation campaign for The United States Tennis Association.
- Created highly targeted content that educated and guided patients from disease awareness to conversation for pharmaceutical clients such as Sunovion and AstaZeneca.

● Associate Copywriter | Sept 2016 – Aug. 2018

- Cultivated a relatable persona and social voice for the beloved IHOP brand to generate brand love and consideration across channels.
- Collaborated with the strategy team to develop effective email marketing campaigns that drove repeat business for our client, IHOP – earning an average open rate of 15% compared to the industry average of 11%.
- Garnered press and media coverage for the IHOP brand with viral Twitter copywriting.

See more of my experiences and work at www.courtneyholliday.com