

COURTNEY FAY

C O U R T N E Y - F A Y . C O M

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EDUCATION

University of Texas at Austin

BS Advertising | Spring 2021

- GPA: 3.36

Texas Creative Portfolio Sequence

Copywriter | Fall 2019 - Spring 2020

- Created mock campaigns for real brands by collaborating with a partner to solve problems creatively and effectively
- Strived to go above and beyond the ever-changing advertising standards through weekly critiques from peers and industry experts

LEADERSHIP EXPERIENCE

Spark Magazine

Director of Styling | Fall 2019 - Spring 2020

- Supervised 20 staff members in styling 40+ photoshoots which are printed in the magazine biannually
- Collaborated with a creative team to engage the community in dialogue about the role of fashion in everyday life
- Built comprehensive looks for models that appropriately align with the creative direction of the photoshoot

Phi Chi Theta Business Fraternity

Recruitment Chair | Spring 2020

- Lead a team of 17 people in recruiting new members which resulted in 120+ applications to the organization
- Improved public speaking abilities by communicating professional, philanthropic, and social opportunities to 100+ potential members.

Digital Marketing Chair | Spring 2019 - Fall 2019

- Developed and execute strategy for social media platforms including Facebook, Instagram, and LinkedIn
- Scheduled and photographed professional headshots for 140 members in one day
- Collected 1,500 likes on one photo on Instagram to win \$1,000 for our partner philanthropy organization, Saint Louise House
- Produced recruitment video by recording footage at all events in order to showcase the unique personality of the organization

PROFESSIONAL HISTORY

Zen Media

Social Media Intern | Summer 2020 - Present

- Own social media presence across Facebook, Instagram, LinkedIn, and Twitter with up to 3 posts a day for 3 clients
- Convert longer form content (blogs, podcasts) into shorter pieces suitable for social media
- Work closely with social media team to curate content calendars for multiple clients using Airtable
- Use editing tools such as Veed and Kamua to cut, caption, and brand short videos

Reconnaissance Market Research

Social Media Coordinator | Summer 2020 - Present

- Establish short and long term goals for social and create strategy to execute and establish consistent presence
- Generate content for the HR and marketing department, utilizing both B2C and B2B communication
- Lead weekly meetings to present ideas to team for feedback
- Design graphics that reflect established brand aesthetic, using Photoshop and Canva

Kauffman Fellows

Marketing Intern | Summer 2019

- Influenced the voice of the brand by writing newsletter that was seen by 10,000+ people on a weekly basis
- Accelerated social media engagement and conversations with industry leaders across all social platforms
- Tracked, collected, and analyzed key marketing KPIs to assist with user acquisition and growth strategy
- Developed a startup work ethic and gained insight into the heart of the venture capital industry

Irrefined

Social Media Intern | Summer 2018

- Fully emerged in creative process of photoshoots by styling outfits, hiring models and MUAs, scouting locations, and assisting photographer during shoot
- Created strategic social media marketing campaigns that drove premium traffic to external web sources
- Identified and engaged target media contacts, influencers, campaign partners and brand ambassadors
- Gained experience using a professional Nikon D7000 camera and conducting product shoots