

KOURTNEY MCCOLLUM

(205) 441-8567 · mccollumkn7@gmail.com · Birmingham, AL

MARKETING & PROJECT MANAGEMENT PROFESSIONAL

Dedicated and results-driven marketing and project management professional with ten years of experience in devising and executing strategic marketing initiatives and overseeing complex projects from inception to completion. Proven track record of driving revenue growth, enhancing brand visibility, and delivering projects on time and within budget. Skilled in market research, campaign development, cross-functional team leadership, and stakeholder management. Adept at leveraging data-driven insights to inform decision-making and optimize marketing strategies. Possess strong communication and interpersonal skills, with a keen ability to collaborate effectively across diverse teams and foster productive working relationships. Seeking to leverage marketing and project management expertise to drive innovation and achieve organizational goals.

STRENGTHS AND EXPERTISE

Strategic Planning	Graphic Design	Creativity & Innovation
Digital Marketing & Advertising	Content Creation	Problem Solving & Decision Making
Market Research & Analytics	Brand Management	Adaptability & Flexibility

PROFESSIONAL EXPERIENCE

Graphic Designer / CFO Executive Assistant

June 2022 - Present

The Worship Center Christian Church | Birmingham, AL

Accomplishments:

- Collaborate with clients or internal stakeholders to understand project requirements, objectives, and brand guidelines.
- Design, plan, and execute all social media and digital marketing content, including websites, system graphics, social media, electronic marketing materials, and occasional printed marketing materials.
- Utilize graphic design software and tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) to develop high-quality and visually appealing assets.
- Ensure consistency and adherence to brand identity, style guidelines, and design standards across all projects and platforms.
- Maintains up-to-date knowledge of industry trends, emerging platforms, best practices, and relevant legal and ethical guidelines for social media marketing in order to ensure compliance and mitigate risks.
- Analyze financial data and prepare reports for management to support decision-making.
- Assist in the development and implementation of financial strategies and goals.
- Collaborate with other departments to ensure financial compliance and accuracy.

Communication Specialist Assistant

January 2020 - May 2022

Birmingham Board of Education | Birmingham, AL

Accomplishments:

- Developed and implemented comprehensive communication strategies to effectively convey organizational messages and enhance brand awareness.
- Created engaging content across various communication channels, including websites, social media, newsletters, press releases, and marketing materials.
- Collaborated with internal stakeholders to identify communication needs, objectives, and target audiences, ensuring alignment with organizational goals.

- Wrote, edited, and proofread written materials, ensuring accuracy, clarity, consistency, and adherence to brand voice and style guidelines.
- Monitored media coverage and public sentiment related to the organization, industry trends, and relevant topics and provided insights and recommendations for proactive communication efforts.
- Managed relationships with media outlets, journalists, bloggers, and influencers, pitching stories, responding to inquiries, and coordinating interviews and press events.
- Developed and maintained internal communication channels and platforms to foster employee engagement, transparency, and alignment, including intranet sites, newsletters, and town hall meetings.
- Tracked and analyzed communication metrics and performance indicators, such as website traffic, social media engagement, and media mentions, to evaluate the effectiveness of communication initiatives and inform future strategies.
- Remained informed about emerging communication trends, technologies, and best practices and recommended innovative approaches to enhance communication effectiveness and reach.

Social Media Manager / Project Coordinator

January 2016 - January 2020

The University of South Alabama Student Affairs | Mobile, AL

Accomplishments:

- Created and executed effective recruitment strategies using social media platforms to attract and engage potential candidates by creating and managing social media campaigns
- Developed and implemented social media strategies to enhance brand visibility, engagement, and growth across various platforms, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Created and curated compelling content, including text, images, videos, and infographics, tailored to target audiences and aligned with brand voice, messaging, and objectives.
- Built initial social media profiles and adjusted existing profiles by applying information provided and researched and utilized compelling images, color, and design to add a unique look and feel to the content.
- Monitored and analyzed social media performance metrics, such as reach, engagement, and conversions, using analytics tools
- Managed social media calendars, scheduling posts, monitoring trends, and staying abreast of industry news and developments to identify opportunities for timely and relevant content.
- Coordinated cross-functional projects and initiatives, serving as a central point of contact for stakeholders, organizing meetings, tracking action items and deadlines, and ensuring timely and successful project completion.
- Collaborated with internal teams, including marketing, content, design, and customer service, as well as external partners, agencies, and influencers, to execute integrated marketing campaigns and initiatives that leverage social media channels effectively.

EDUCATION

Master of Arts - Integrated Marketing Communications

The University of West Alabama

Bachelor of Arts - Communication: Multimedia Journalism

The University of South Alabama

Social Media Certification

HubSpot Academy

Project Management Professional Certification

Analytics Certification

Google Program