

Courtney Abud

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OBJECTIVE

To build unique strategies and craft content that speaks to the right audience, achieves business goals, and stays true to brand standards.

EXPERIENCE

Creative Leadership

- Maintaining relationships between agencies, vendors, and related partners
- Leading marketing teams through major mergers, including complete rebrands of the combined organizations
- Managing in-house and freelance creative teams, including developers, writers, and designers
- Implementing project management tools and processes
- Facilitating the production of content between both internal and external resources
- Providing creative direction on a project level
- Holding regular 1:1 meetings with employees to track career development, goal achievement, and overall morale
- Optimizing processes and implementing project management tools
- Scoping projects and building timelines to keep team on task

Copywriting and Creative Production

- Providing copy, concepts, and strategies for print, broadcast, digital, tradeshow, and other outlets
- Casting, directing, and facilitating production efforts for online video, television, and radio
- Presenting conceptual ideas and strategies to clients in creative meetings
- Working closely with product, sales, and marketing leadership to develop strategic playbooks and build a library of sales collateral
- Assisting sales team in creating an integrated, ABM-focused channel partner strategy, including the creation of co-branded marketing materials
- Crafting new messaging guidelines to highlight value proposition and differentiation
- Preparing detailed creative briefs and outlines
- Pushing the boundaries of marketing automation to deliver leads

Content Strategy and User Experience (UX)

- Creating inbound and outbound marketing materials, including blog content, infographics, whitepapers, eBooks, direct mail, videos, social media content, websites, assessments, email campaigns, display ads, and more
- Solving complex UX issues for digital product and marketing efforts
- Planning and crafting new content pieces, including blog posts, whitepapers, case studies, and product sheets
- Performing content audits and making strategic recommendations
- Building and enhancing user personas to better inform content and messaging decisions
- Optimizing the customer experience to improve acquisition rates
- Creating and improving user flows
- Planning message maps and guiding the creation of campaign architectures

Effectiveness and Quality Controls

- Reviewing KPIs with marketing team to track progress of campaigns and make measured adjustments
- Proofreading work to ensure quality before delivery
- Multitasking and management of personal traffic to satisfy deadlines

WORK HISTORY

Creative Director at Haute | Nov 2023 – Present

Copy and Content Chief at Haute | Feb 2020 – Nov 2023

Director of Creative Services at Ntirety | Apr 2018 – Jan 2020

Senior Copywriter at SapientRazorfish_ | Sept 2017 – Apr 2018

Senior Copywriter & Content Strategist at Bulldog Solutions | Jul 2015 – Sept 2017

Copywriter at Circa Healthcare | May 2013 – Jul 2015

Copywriter at M | Jun 2009 – May 2013

EDUCATION

The Pennsylvania State University

BA in Advertising/Public Relations

Member of Dean's List, American Advertising Federation's Alpha Delta Sigma Honor Society, Ad Club, and National Student Advertising Competition team.

CERTIFICATIONS & AWARDS

For a full list of certifications and awards, please visit my [LinkedIn profile](#).