

Courtney VanWinkle

Public Relations and Marketing Enthusiast

Leadership, positivity, and teamwork are a few qualities I acquired from being an international and college level competitive cheerleader. These qualities are applied to my everyday life and experiences, which have helped mold me into the person that I am today. Having the opportunity to share these skills and to help change public opinion for a brand, in a positive way, is what I was born to do. I am excited to begin my career with a firm that I share the same values with, to create a better tomorrow.

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CourtneyVanWinkle 📧

EDUCATION

Bachelor of Science in Communications- Public Relations

Kennesaw State University

05/2015 – 07/2018

GPA: 3.24

Current Courses

- PR Study Tour
- Digital Media Production

Related Studies

Geography, Culinary Hospitality and Sustainability, Leadership

SKILLS

Time Management

Written Communication

Creative Thinking

Organized Research

AP Style Writing

Inverted Pyramid Style Writing

Adobe Photoshop

Visual Communication

Digital Design

InDesign

Adobe Creative Suite

Microsoft Suite

WORK EXPERIENCE

Executive Administrator

Atlanta Spine Doctors

12/2014 – 04/2017

Atlanta, GA

Achievements/Tasks

- Drafted and sent out newsletters to over 1,000 patients.
- Managed the doctor's schedule for his patients and day to day activities.
- Drove promotions with local companies, through educational sessions, to help establish new patients.
- Managed patient coverage issues directly with insurance companies on a daily basis.

Barista

Starbucks

04/2012 – 11/2014

Alpharetta, GA

Achievements/Tasks

- Acquired knowledge of products and company's mission statement to help drive sales.
- Resolved customer issues accordingly
- Maintained a calm demeanor during regular stressful, high-intensity situations.
- Contributed to a positive team environment to develop lasting relationships with customers.

ACADEMIC EXPERIENCE

Kennesaw State University (05/2015 – 08/2018)

- Public Relations Writing - Developed a media kit for a non-profit organization.
- Visual Communication - Explored how different types of visual arts have impacted the world.
- Communication Research Methods - Discussed how to gather information.
- Crisis Communication - Developed a crisis plan for the university food hall.
- PR Principles - Learned different principles in the public relations field.
- PR Cases - Analyzed different public relations cases and learned from mistakes and successes within the industry.
- PR Campaigns - Put together a campaign for a local non-profit organization.
- Digital Publication Design - Through the Adobe Creative Cloud, designed digital content for strategic communication.
- Magazine Media - Feature writer for the school's multi-platform publication, Pipeline Magazine.
- Persuasion Methods & Strategies - Explored different methods of changing attitudes and opinions.

Georgia Perimeter College (08/2012 – 04/2015)

- Business Info Systems - Created an online website for a company using Microsoft Access.
- Statistics - Learned basic statistic mathematics
- Public Speaking - Succeeded in putting together various types of speeches, which were addressed to a group of peers.
- Business Law - Learned about the ethical issues in business
- Macroeconomics
- Microeconomics

WORK EXPERIENCE

Sales Associate Barnes & Noble, Inc.

04/2009 – 08/2010

Achievements/Tasks

- Assisted in promoting sales events.
- Succeeded in having the most membership sales, \$75 per membership, in one month.
- Effectively made connections with customers, asking questions and listening to consumer needs.

Cumming, GA

Assistant Cheerleading Coach Allstar Panthers

01/2011 – 04/2012

National Level Team

Achievements/Tasks

- Evaluated strengths and weaknesses to organize stunts and formations effectively.
- Assessed each athlete's abilities, in order to place them where they are most effective to promote their strengths.
- Motivated young athletes to perform at their best in the gym and outside in the real world.

Alpharetta, GA

ACADEMIC EXPERIENCE

Valdosta State University (08/2008 – 04/2011)

- Intro to Visual Arts- Gained an understanding of how visual arts impact everyday life.
- Writing composition 1 & 2- Gained knowledge of the basic principles of writing and grammar.
- Development of Modern Thought- An introduction to how to think outside of the box by exploring different writer's works throughout history.

ORGANIZATIONS

Valdosta State Cheerleading (08/2008 – 05/2009)

School Spirit Leader

Habitat For Humanity

Built community houses in Valdosta, GA

Children's Miracle Network

Participated in a "flip-athon" to raise money within the community

ATL Bocce League

Team captain and occasional stand-in referee

INTERESTS

Scrapbooking

Reading Books

Playing Guitar

Wine Tasting

Bocce League

Music

Journaling

Calligraphy