

COURTNEY JONES

courtneynoelj@gmail.com - Los Angeles, CA

PUBLIC RELATIONS

Creative – Strategic – Proactive

Dynamic and solution-driven leader with hands-on experience supporting targeted PR initiatives. Highly driven recent graduate with a passion for media and entertainment, and the ability to deliver next-level results - on-time and on-trend.

- ✓ **Goal-focused strategist** - harnesses a big-picture vision with an eye for detail to conceptualize and execute PR campaigns.
- ✓ **Confident communicator** and relationship builder with exceptional people skills and a gift for social engagement.
- ✓ **Adaptable and organized** - capable of prioritizing tasks under pressure in a deadline driven environment.
- ✓ **Collaborative team player** and problem solver - thrives when working with others toward a common vision.
- ✓ **Proactive self-starter** with a strong sense of initiative. Holds high standards for integrity, work ethics, and accountability.

ACADEMIC ACHIEVEMENTS

B.A. COMMUNICATIONS & MEDIA STUDIES / MINOR: BUSINESS ADMINISTRATION, Sonoma State University (2023)

- **Dean's List:** Spring 2020, Fall 2020, Fall 2021, Spring 2022, Fall 2022
- **Director of Leadership** (2019 - 2020) / **VP of New Member Experience** (2021 - 2022) - *Alpha Gamma Delta, Delta Rho*
- **Experience Mission:** Mission Trip Participant (2015 - 2019)
- **Entertainment PR experience:** Cal Poly SLO band *Honeyboys* - wrote a press release, developed marketing materials for their new single, audited social media, and developed a roadmap to increase followers.

RECENT RELEVANT EXPERIENCE

ASSISTANT ACCOUNT EXECUTIVE - PUBLIC RELATIONS, Primitivo, Sonoma State University (08/2022 – 05/2023)

- Facilitate the expansion of the *Children's Museum of Sonoma County* to amplify their presence in the community.
- Compose press releases to generate media coverage and use MuckRack to compile and organize contacts.
- Create and print flyers and other marketing materials and distribute them on-site or to social media managers.
- Network and build strong relationships with community leaders, media professionals, and businesses.
- Coordinated marketing for annual Halloween event *Funtazmagoria* to generate interest across the county.
- Collaborated with a team to market the grand opening of the mechanical waterways 2.0.
- Pitch and present new ideas to the Director of Operations in bi-weekly meetings.

BUILDING MANAGER, Campus Recreation, Sonoma State University (01/2022 – 05/2023)

- Oversee the gym facility and operations staff, serving as the first point of contact with participants and members.
- Responsible for enforcing policies and rules. Promoted within two months of employment.
- Trained on new system *Fusion* to teach and support new staff in the Fall. Open and close the building and reconcile the previous day's sales.

VICE PRESIDENT OF RECRUITMENT, Alpha Gamma Delta, Delta Rho, Sonoma State University (12/2021 - 12/2022)

- Oversaw 50 participants throughout a three-day weekend recruitment event.
- Planned and led all training, and coordinated details decor and aesthetics, activities, outfits, and marketing materials.
- Created recruitment and philanthropy videos shown to potential new members.