

Courtney Kinbody

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EDUCATION

Syracuse University August 2012 - December 2015

S.I. Newhouse School
of Public Communications
Bachelor's of Science in Public Relations
Minors: Marketing and Anthropology
GPA 3.8, Dean's List (all semesters)

SKILLS

Applications

Microsoft Word,
Excel, PowerPoint,
Adobe Photoshop CC,
InDesign CC, Illustrator CC,
Apple Final Cut Pro X,
Razor's Edge, WordPress,
Cision, FileMaker Pro,
Qualtrics, Basecamp

Social Media

Facebook, Twitter,
YouTube, Pinterest,
Tumblr, Instagram

VOLUNTEER

Accenture

Volunteer Team Leader
with Accenture for 7 years at
LA Works, AIDS Walk
Los Angeles, LA Regional
Food Bank, Toys for Tots,
Chrysalis, & Homeboy Industries

Forensic Analytical

Worked with the Forensic
Analytical fundraising team
for 6 years to raise money and
awareness for St. Jude's
Children's Research Hospital

EXPERIENCE

Hill Communications | Account Supervisor

Syracuse, NY | January 2015 - Present

- Develop messaging strategy for client Startup Insider Initiative
- Manage a team of 6 Associates and intern weekly
- Work with the graphics team to create new brand identity for SI, including conception of a logo and usable system of implementation for different locations
- Create themes to match Clinton Global Initiative messaging for social entrepreneurs

Shaw Center for Public and Community Service | Leadership Intern

Syracuse, NY | January 2013 - Present

- Project Manager of Re-branding for the Shaw Center and Literacy Corps
- Created an 8-page program for the Shaw Center's 20th Anniversary Celebration
- Assist the Director and Associate Director of the Literacy Corps and the Shaw Center with office tasks, presentations, program updates and final reports
- Produce a proposal for social media strategy for the Literacy Corps
- Director of the Pen Pal Project, linking 25 tutors and middle school students

Corps Council | Public Relations Manager

Syracuse, NY | August 2014 - Present

- One of 10 chosen for Corps Council, the leadership team in charge of tutor trainings, fundraisers and recruitment for the Shaw Center's Literacy Corps
- Re-branding Corps Council materials to align with new Literacy Corps image
- Pitched donation requests at 60 Syracuse businesses, fundraising for nonprofit First Book
- Create poster for spring fundraiser Book It! on Photoshop, pitch emails for reporters and social media posts for Facebook

Hill Communications | Account Executive

Syracuse, NY | August 2014 - December 2014

- Developed communication and execution strategies for client IVMF
- Created a 40-question survey for IVMF's key publics using Qualtrics
- Managed the primary research four-person team, and the account intern weekly
- Contributed to monthly meetings with an account team of 12

GCK Partners | Public Relations Intern

New York City, NY | July 2014 - August 2014

- Organized a Master List of more than 2,000 domestic and international influencers
- Clipped client appearances in magazines, newspapers and online media daily
- Managed incoming and outgoing loan shipments for Dunhill and Johnston & Murphy
- Proofed interview answers and press releases for Piaget and Alexandra Mor
- Created monthly clip reports for GCK clients with circulation numbers and coverage
- Wrote three pitches weekly about new product releases for media outreach

Hill Communications | Account Associate

Syracuse, NY | January 2014 - May 2014

- Recreated brand image for client Belly O'So Pregnant (BOP)
- Designed a full media kit, poster and business card for client
- Pitched local businesses for gift items in a "swag bag" for Mother's Day event
- Contributed to weekly meetings with an account team of 10

Chrysalis | Development Intern

Los Angeles, CA | May 2013 - August 2013

- Interviewed 14 clients about their experiences and wrote pieces for Chrysalis' *In Their Words* monthly publication
- Produced a 30 second "One Hour Campaign" video from conceptualization to execution and edited it on Final Cut Pro X
- Researched more than 300 foundations and organizations for funding possibilities
- Input information about volunteers and donors on Razor's Edge