

Courtney Marlatt

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Education

Bachelor of Arts in Communication

May 2020

La Salle University, Philadelphia, PA

Master of Arts in Strategic Communication

July 2021

La Salle University, Philadelphia, PA

Relevant Coursework: Interpersonal Communication, Intercultural Communication & Organization Life, Approaches to Public Relations, Nonprofit Management, Professional Communication Ethics

Work Experience

Graduate Assistant in Residence Life and Community Development

August 2020 – Present

La Salle University, Philadelphia, PA

- Assist with all housing assignments, selection processes, and room changes for new and continuing students residing on campus during all terms
- Coordinate with Coordinator of Housing Operations and Assignments to provide leadership for the implementation of student check-in and check-out processes including room condition reports, early arrivals, and extensions
- Develop strategic plan to offer new opportunities for students whose campus jobs were impacted by COVID-19
- Manage room inventories including student belongings stored on campus
- Assist with quarantine and isolation room preparation of PPE materials throughout campus
- Participate in an on-call duty rotation for about 1,000 residential students with specific experience in isolation and quarantine protocol
- Supervise and schedule a staff of student workers for on-campus job programs in residence hall fitness center

Interim Vice President

May 2019 – Present

Daddy University Inc., Philadelphia, PA

- Oversee all company public relations and marketing materials and communications that go to both external and internal audiences such as the 2021 rebranding launch to an audience of over 5k
- Assist in day of event programming for large scale workshops and dances with audiences of over 500 attendees
- Responsible for documenting all processes and procedures of company operations
- Facilitate written and oral communication of company updates, emergency notifications, and marketing to external and internal audiences
- Supervise team of interns at the high school to graduate level of experience for communication and marketing

Administrative Professional and Company Liaison

May 2019 – Present

Cunningham Administrative Professionals LLC, Philadelphia, PA

- Assist in the planning and scheduling meetings, networking events, and tasks
- Complete routine clerical work such as making phone calls, sending emails, creating leads
- Coordinate communication between the company, clients, and employees through team activities

- Compile and maintain an updated contact database

Public Relations Specialist

May 2020 – Present

Teachers &: A Benefit LLC, Philadelphia, PA

- Manage the Third Lieutenant Podcast social media content and accounts weekly
- Design and update company websites such as the 2021 TEDx event website
- Write press releases for upcoming partnerships, events and programs such as those with Project Refit
- Engage with speakers, guests and partners regarding upcoming event schedules and details
- Curate a yearly media kit and monthly newsletters for the Third Lieutenant Podcast

Student Worker in Residence Life and Community Development

September 2017 – May 2020

La Salle University, Philadelphia, PA

- Created department promotional material for programs, procedures, and job opportunities
- Assisted in daily office duties such as filing confidential paperwork, updating documents, and voicemail maintenance
- Provided customer service to parents, students, staff, faculty, and community members

Security Desk Receptionist

September 2019 – May 2020

La Salle University, Philadelphia, PA

- Promoted to administrative status to oversee procedures and communication between employees and managers
- Enforced university safety standards and regulations regarding guest policies

Leadership Experience

Organization Social Media Chair

December 2017 – May 2020

Sexual Assault and Violence Ends, La Salle University

- Coordinated events with over 100 student, staff, and faculty attendees throughout the year to raise awareness by partnering with other campus, community organizations, and guest speakers such as Taylor Armstrong
- Launched the rebranding of the organization including new logo designs, committees, leadership positions, and event planning
- Recorded and delivered meeting minutes for leadership and general organization planning meetings
- Lead general student member meetings for even planning, organizational updates, financial changes, and volunteer opportunities

Skills

- Adobe Suite
- Microsoft Office Suite
- Hootsuite
- Asana
- Canva
- Mailchimp
- Adirondack – The Housing Director
- Maxient
- Degree Works
- Banner