

Courtney McCune
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EDUCATION

Northern Arizona University Flagstaff, AZ/Online
M.A., English (Literacy, Technology and Professional Writing) 12/14

Arizona State University Tempe, AZ
B.A., Broadcast Journalism 12/03
Internships: KEDJ 103.9FM, Programming Department/On-Air (9/2002-5/2003)

Phoenix College Phoenix, AZ
A.A., Classical Studies 5/01

PROFESSIONAL EXPERIENCE

Arizona State University - Educational Outreach and Student Services Marketing Tempe, AZ
Copy Writer/Editor 10/17 – current

- Produces and edits content for marketing team in support of more than 20 Student Services departments and Educational Outreach stakeholders.
- Writes, edits and proofreads content for digital and print marketing projects, including websites, email campaigns, newsletters, press releases, articles and other collateral.
- Conducts interviews and writes multiple feature stories monthly for publication on ASU Now news site and Student Life magazine site.
- Uses AP Style and ASU brand standards to produce and edit high-quality, consistent work.
- Collaborates with marketing team to develop content strategies for stakeholders.
- Manages and assigns tasks to student copy editors.

Downtown Phoenix Journal/Urban Affair, LLC. Phoenix, AZ
Managing Editor 6/15 – 10/17

- Developed editorial content and strategies for downtown Phoenix-focused news and lifestyle website with 25k average monthly page views.
- Collaborated with team of freelance writers to develop and assign stories.
- Proofread and edited stories for style, clarity and accuracy.
- Conducted interviews and wrote stories using AP style. Subjects included arts, culture, food, events, development and more.
- Formatted and managed content for DPJ website using Wordpress and basic HTML
- Maintained contact with local businesses, community organizations, community members and more to ensure relevant coverage of downtown Phoenix.
- Developed and managed content for DPJ social media channels including Facebook, Instagram and Twitter.
- Shot and edited photos for use in DPJ stories and on social media channels.
- Monitored web traffic via Google Analytics and applied information to editorial planning.
- Employed SEO strategies to increase visibility of DPJ content.

Marketing Copywriter 6/15 - 10/17

- Assisted with marketing efforts for local condominium development.
- Developed and managed social media strategy for multiple channels including Facebook, Instagram, Twitter.
- Wrote and edited press releases for development milestones and events.
- Wrote, edited and compiled monthly newsletter using email marketing programs.

Arizona State University Online/EdPlus Scottsdale, AZ
Content Strategist and Communications Specialist 2/12 - 6/15

- Coordinated content for ASU Online/EdPlus website in accordance with department marketing initiatives.
- Planned, developed, evaluated and managed web content using SEO, analytics and other strategies to improve user experience and lead to increased undergraduate and graduate enrollments.
- Produced and edited high-quality writing, including descriptions for over 60 university programs, hero stories, student resource information and marketing copy.

- Collaborated with university department representatives, enrollment management team and internal staff to develop marketing and communication strategies.
- Worked with internal and external vendors to produce web content, print pieces, photography and other marketing assets.
- Tracked and measured digital content effectiveness using Google Analytics. Monitored web traffic, conversions, key word searches, etc.
- Assisted with social marketing efforts, including planning and executing strategies via Facebook, Twitter and Pinterest.
- Represented and promoted ASU Online at in-state and out-of-state events and conferences.

Arizona State University-Office of Public Affairs

Tempe, AZ

Program Coordinator-Community Relations & Outreach

11/06 – 2/12

- Coordinated programs and outreach efforts for ASU Community Development department.
- Responsible for ASU Cesar Chavez programs, including Hispanic Convocation, The Cesar Chavez Leadership Institute, Devils in Training, and Cesar Chavez Leadership Lecture.
- Coordinated all aspects of Cesar Chavez Leadership Institute (CCLI), a weeklong program for high school students from across the state of Arizona, focusing on leadership, civic engagement, and higher education.
- Developed CCLI program agenda and worked with internal university staff and external community partners to coordinate guest speakers and activities.
- Managed and trained Chavez programs student worker and facilitator staff for part-time office positions and summer program positions.
- Coordinated CCLI alumni outreach efforts, including production and editing of quarterly alumni newsletter and event planning.
- Coordinated Devils in Training program, a bi-annual follow-up to CCLI focusing on high school to college transition.
- Coordinated ASU's fall and spring Hispanic Convocations. Duties included event marketing, ticket distribution, registration of graduates, scheduling program participants (emcees, keynote speakers, etc.)

Universal Music Distribution

Phoenix, AZ

College & Lifestyle Marketing Representative

11/04 – 7/08

- Promoted priority and developing Universal Music artists in the Phoenix metro area, with emphasis on college market. Worked with College Marketing department and over 70 record labels under the Universal Music Group to produce local awareness of artists.
- Partnered with on-campus organizations, campus-area lifestyle accounts and local media to set up artist promotions and events including listening parties, screenings, giveaways, artist meet & greets.
- Provided tour support to artists through pre-date promotion, merchandising venue and assisting with meet & greet events.
- Submitted detailed weekly reports to branch and home office staff outlining week's marketing activities.
- Communicated daily with local UMD Sales Rep and Los Angeles branch office staff.
- Position required self-motivation, ability to work independently and proactively, and ability to prioritize tasks.

FREELANCE WRITING EXPERIENCE

Independent Copy Writer/Editor

Phoenix, AZ

Writer and editor for small business and nonprofit clients

9/14- current

Downtown Phoenix Journal

Phoenix, AZ

Contributing Writer for DPJ magazine and website

10/10- 6/15

Phoenix New Times/Village Voice Media

Phoenix, AZ

Freelance Writer for web and print edition

3/07 – 7/07, 1/11 – 7/11

PhoenixPicks.com/Westover Media, LLC

Phoenix, AZ

Contributing Writer for website

4/08- 9/09