

COURTNEY MICKENS-JEFFERSON

Email cmickenseymail.com

Location Memphis, TN

Website Available upon request

Phone 901-502-7108

WORK EXPERIENCE

3/2021 TO
PRESENT

Marketing & Communications Manager

Mid-South Food Bank

Creates social media strategy. Write blogs, press releases. Primary liaison to businesses and organizations. Implements proactive external and internal communications

12/2019 TO
3/2021

Digital Content Producer

WMC Action News 5

Construct social media campaigns to drive analytics and increase online audience. Write accurate news articles for the Action News 5 digital platforms. Use SEO marketing to increase the online presence of the station.

8/2017 TO
12/2019

Digital Content Producer

FOX13 News

Support digital tactics to drive analytics, increase the online audience, and and increase ratings. Write stories for FOX13 News digital platforms. Engage with followers.

EDUCATION

2011 - 2015

Bachelor of Arts in Mass Communications

Tennessee State University

Cum Laude

GPA: 3.78

2022

Web Development Certification

Tech901

SKILLS

- JavaScript
- React
- Brand Management
- Marketing
- Communications
- CSS
- HTML 5
- Social Media Management
- Google AdWords
- SEO/SEM

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REFERENCES

Louis Vick (current co-worker), Director of Agency and Program, Mid-South Food Bank

Phone: 615-707-0958

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Ben Rainwater (former manager), Senior Specialist - Digital Content Strategy, ALSAC/St. Jude Children's Hospital

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Dameon Banks (former co-worker), Assignment Desk, FOX13 Memphis/Cox Media Group

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