



Courtney
Hancock

352.342.6609

ceh.courtney@
gmail.com

Computer Skills:

Adobe Photoshop, Excel,
PowerPoint, Adobe InDesign,
Adobe Illustrator,
Adobe Premiere Pro,
Adobe Audition, Qualtrics,
Adobe Spark, Pardot

Soft Skills:

Adaptable; Organized;
Cooperative; Dedicated;
Determined; Excellent
Time-Management

Website:
courtneyehancock.com

Education

Bachelor of Science in Public Relations | Concentration & Minor in History

University of Florida | 2015 – 2018

Master of Arts in Mass Communications | Web Design & Online Communication

University of Florida | 2019 – (2020)

Experience

Universal Dance Association, The State of Florida

Head Instructor & Social Media Staff | April 2016 – Present

- Constantly traveling in order to facilitate 4 to 5 day dance camps around the U.S.; responsible for 50 to 300+ persons and 3 to 10+ staff
- Use strong public speaking skills to communicate effectively with students
- Maintain high levels of energy during 8 to 15 hour work days
- Enforce universal dance rules and regulations to ensure safe and proper performances by all participants and their supervisors
- Teach technique fundamentals for dancer improvement, as well as 3 to 4 dance routines to be evaluated on final day of camp
- Organize, complete and distribute (or return) an array of camp paperwork that includes, but is not limited to: team and individual awards; supervisor NFHS certification; supervisor manuals, backpacks, team information cards and personal identification lanyards; staff assignments, bio sheets and travel information; staff and facility evaluations; master routine list and finalized camp schedule.
- Utilize time-management skills in order to keep camp running smoothly, which keeps campers engaged and entertained
- Receive constructive feedback from dancers and supervisors after final day in order to personally improve for the next camp
- Assist with Varsity competitions and events at the local, national and international level
- Enhance the Varsity brand through social media content on company account: @UDACourtney

UF Distance Learning and Continuing Education, The University of Florida

Marketing and Communications Intern | Jan. 2018 – Aug. 2018

- Managed DCE's primary media outlets as well as a variety of clients' Facebook pages.
- Brought the UF Distance Learning news lounge back to life – updated weekly with UF related news, online learning tips, press releases, student interviews and any promotional information regarding online learning
- Promoted UF branding through advertisements, social media content and other marketing materials
- Developed a content calendar to manage 5+ clients
- Attended weekly communications meetings and worked in a collaborative marketing atmosphere
- Worked closely with the marketing specialist and web developer and learned how to work in a marketing environment that relies not only on the strength of teamwork, but also individual effort.
- Wrote, reviewed, edited and released press releases as assigned
- Gathered advertising spend, results and social engagement analytics for client meetings
- Used Adobe Spark, Illustrator, Photoshop and InDesign to assist in brochure design, templates and promotion prototypes to be used for UF DCE advertising
- Other duties as assigned

Celebrations Catering, Gainesville, Florida

Social Media/Public Relations/Graphic Design Intern | Aug. 2017 – Dec. 2017

- Attended special events (i.e. weddings, meetings, celebrations, etc.) to professionally photograph Celebrations' services (catering, event planning, rentals, customer service)
- Assisted in development of fresh branding techniques to update current catering designs and promotional/supplemental materials
- Responsible for updating media outlets with photos and SEO keywords
- Attended meetings to get insight on teamwork and cooperation among different sectors of the business (kitchen, event planning & CEO)

UFPA Baughman Center, The University of Florida

Receptionist and Event Staff | Nov. 2016 – Aug. 2017

- Managed operation of a 1,500 square-foot pavilion and 1,000 square-foot administrative building
- Scheduled events/meetings to issue rental contracts and processed payments
- Responsible for leading facility tours and communicating professionally through customer service email, reception phone and in-person visitors
- Operated social media accounts, including Instagram, Twitter and Facebook and consistently won highest average of likes/engagement rates each month
- Assisted in marketing campaign to generate business at the Curtis M. Phillips Center

Relevant Coursework:

Corporate and Brand Identity; Digital Media Layout; Digital Imagery in Web Design; Principles of Web Design; Public Relations Writing; Public Relations Research; Public Relations Strategy; Reporting