**Courtney N. Taylor**

**148 South Colman Road ⬝Wolcott, CT 06716 ⬝ (203) 879-1900 H / (203) 217-7323 C**

[**Cocob002@aol.com**](mailto:Cocob002@aol.com)

***Marketing Consultant***

***Combine innovative marketing skills with cutting edge technology that will allow me to build upon the skills, knowledge and expertise already acquired:***

**⮚ Create marketing plans to effectively bring companies to a higher level of success.**

**⮚ Plan and prepare advertising and promotional material to increase sales of products and services.**

**⮚ Communicate effectively with customers, company officials, sales departments….**

**⮚ Identify and develop contacts for promotional campaigns.**

**⮚ Gather and organize information to plan advertising campaigns.  
⮚ Utilize Microsoft Word, Excel, Adobe Reader, File Maker Pro (Data Entry), PowerPoint & Internet, Social Media Twitter, Facebook, Linked In**

**Primerica Inc.** Wallingford, CT

*Senior Representative, Business Developer, Financial Educator*

2009 to Sept 2010

* Develop marketing strategies to drive clientele
* Hire, manage and train a team of independent representatives
* Communicate with clients and educate them on their financial plan
* Use a data entry program to compute an analysis
* Take direction and leads from manager on how to build a strong solid business

**Lang/Durham Currently know as the Durham Group**  Farmington, CT

*Strategic Marketing, Advertising, Public Relations*

2008 to 2009

▪ Work on campaign research and coordinated all materials for he Husky Dental Plan, One-Thing (going green/saving energy plan) and LTCOP (Long-term Care Ombudsman Program) for Governor Rell and the state of Connecticut. Contacted all vendors and organized venues.

▪ Write press releases and put together press release packets.

▪ Event coordinator for Husky Dental

**Global Horizon Home Health Care,** Bloomfield, CT

*Marketing Coordinator*  
Oct 2008-Jan 09

* Created Marketing Plan and Web Site as well as Web Optimization by using key works.
* Called convalescent homes to set up appointments to meet with Social Workers.
* Called for follow ups and sent out follow up emails.

**EDUCATION:**

**Post University,** Waterbury, CT 2003-Graduated in March 2008

**Bachelor of Arts Degree Minor in Art, Marketing GPA: 3.8**

Further Employment History upon request

Referrals upon request