

KOURTNE HERBERT

PRODUCTION ASSOCIATE

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SUMMARY

I am a Motivated and results-driven business professional with a strong background in Marketing e.g., sports marketing, brand management, or account coordination. Passionate about leveraging my expertise to enhance brand presence and foster connections within the business industry.

EXPERIENCE

Production Associate, Covala Group | 2023–Present

- Streamlined enrollment communications and interdepartmental coordination, improving workflow efficiency.
- Primary contact for external vendors, supporting seamless enrollment initiatives.
- Collaborate with internal teams and external vendors to troubleshoot discrepancies and improve process efficiency.
- Document procedures and assist in identifying automation opportunities to streamline manual processes.

Executive Assistant / App Moderator, Linguado | 2021

- Supported users and collaborated with CEO to launch new app features.
- Led social media campaigns, increasing engagement by 40%.
- Implemented user-driven improvements, boosting app ratings by 25%.
- Designed influencer outreach strategies, expanding downloads by 15%.

EDUCATION

University of Hartford, Hartford, CT
B.S. in Marketing, 2018

KEY SKILLS

- SOCIAL MEDIA (TIKTOK, TWITTER, INSTAGRAM, LINKEDIN)
- DATA ANALYSIS (GOOGLE ANALYTICS, EXCEL)
- VENDOR MANAGEMENT
- PROJECT MANAGEMENT
- INTERDEPARTMENTAL COLLABORATION
- REGULATORY COMPLIANCE
- TRAINING & ONBOARDING
- CUSTOMER SERVICE
- COMMUNICATION & NEGOTIATION
- PROBLEM-SOLVING