

COURTNEY APPS

ON A MISSION TO SUPPORT IMPACT-DRIVEN COMPANIES WITH COMMUNICATIONS THAT CAPTIVATE, ENGAGE & INSPIRE

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NORTH VANCOUVER, BC

PROFILE

Customer-centered marketing & communications expert with 6+ years of experience in public and private industry. On a daily basis, you'll find me planning and executing marketing and communications strategies that leverage data-driven insights to speak to target audiences with laser-focused messaging. With a knack for overseeing several initiatives at any time, my commitment to service excellence ensures materials are consistently high quality and delivered on time. Plus, I pride myself on my ability to quickly build meaningful relationships with internal and external stakeholders. Now, I am aiming to use my passion for clear communication to bring immense value to my next employer.

CORE STRENGTHS

- **DETAIL-ORIENTATION:** I oversee written and visual content closely, because details matter. I regularly edit and refine beyond detail-oriented and into meticulous territory, making sure the intended message is front and center.
- **ADAPTABILITY:** Described as someone who 'adapts and adopts', I have built a reputation of working exceptionally well in environments where rapid and continuous change is the norm.

CAREER HIGHLIGHTS

MARKETING LEAD

JANUARY 2023 - PRESENT

North Shore Sports Medicine | North Vancouver, BC

- Increased new patients by 11% using strategic digital advertisements and targeted email campaigns.
- Led the creation of analytics reporting for the clinic's website, authored dashboards to track and manage the impact of marketing efforts, improving website conversion rates by 3.7% in 4 weeks.

COMMUNICATIONS & MARKETING CONSULTANT

JANUARY 2017 - PRESENT

Freelance | Clients Across Canada

- Developed and implemented a comprehensive digital marketing strategy to launch a new service offering, leveraging paid ads on social media and search engines to reach over 2,000 people in a 2-week period.
- Superb eye for design with advanced knowledge of Canva, Adobe InDesign, Illustrator, Photoshop, and Acrobat, plus photo and video editing skills, and building websites using WordPress, HTML and CSS.

UNDERGRADUATE ADVISOR & COMMUNICATOR

OCTOBER 2018 - APRIL 2021

Simon Fraser University | Burnaby, BC

- Communicated department offerings with over 500 students via outreach events, email newsletters, social media, and website content, resulting in increased enrolment and student engagement across all years of study.
- Led a yearlong website redesign project which included content strategy and visual redesign of over 50 web pages, plus spearheaded the development of policies, procedures and standards for website maintenance.

MARKET RESEARCH ASSOCIATE

MARCH 2016 - NOVEMBER 2016

Lux Insights | North Vancouver, BC

- Designed and led a quantitative survey project worth over \$10K to gather insights into consumer behavior and attitudes, presented results to senior decision makers to inform the development of future marketing plans.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

2014-2016

University of British Columbia | Vancouver, BC

BACHELOR OF ARTS (POLITICAL SCIENCE)

2005-2010

Simon Fraser University | Burnaby, BC