

COURTNEY DODSON

SUMMARY

Communicates branding and narratives in a refreshing written style that is organized and crisp. Values detail and takes pride in quality, professional products with creative flair. Exceeds expectations by thinking outside the box.

WORK HISTORY

COMMUNICATIONS COORDINATOR + COPYWRITER | IT WORKS! GLOBAL

November 2018 – Present

Regularly creates emails, app messages, push notifications, website banners, social media copy, video scripts, and more for products, promotions, and events. Collaborates with product, design, and digital departments to create aesthetically pleasing communications. Brainstorms worldwide campaigns, new product names, and witty, relatable content. Authored a 44-page Social Media Guide with 4.5k downloads on the first day it was launched.

Promoted: Communications Coordinator | November 2019 – Present

Facilitates communication across departments, manages and delegates copy assignments between US and International teams, and project manages a monthly newsletter.

COPYWRITER & EDITOR | FREELANCE

2016 – Present

Writes and edits website copy, emails, blog posts, newsletters, and social media posts for clients such as CrossFit Manatee and Transformative Tutoring.

TECHNICAL WRITER | TROPICS, AN INSURITY COMPANY

August 2015 – October 2018

Researched, created, edited, and maintained all documentation, including manuals, user guides, and release notes. Generated posts for community forum and acted as moderator by responding to client questions and comments. Proofread all outgoing client communications, such as announcements, newsletters, press releases, and social media posts. Aided in software testing and various technical projects as needed.

Promoted: Certified Scrum Master | February 2018 – October 2018

Facilitated the Agile software methodology by removing impediments, improving communication and transparency, practicing servant leadership, and guiding and coaching Scrum teams to higher levels of maturity.

SKILLS

Advanced Writing/Editing
Social Media Marketing
Branding
Blogging
Creativity

TECHNICAL SKILLS & CERTIFICATIONS

Microsoft Word, PowerPoint, Outlook, OneNote, SharePoint, Teams
Slack, Trello, Basecamp, Wrike
WordPress
Photoshop
Visual Studio Team Foundation Server (TFS)
Instagram, Facebook, LinkedIn, Twitter, and more
Certified Scrum Master (Scrum Alliance)
Agile Software Methodology

EDUCATION

B.A. ENGLISH | UNIVERSITY OF SOUTH FLORIDA

Concentration in Professional & Technical Writing

- Cum Laude Graduate

ASSOCIATE OF ARTS | MANATEE COMMUNITY COLLEGE

- National Honor Society
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INVOLVEMENT

Local Artist, creating digital illustrations

Morean Art Center artist and student

St. Pete Shuffleboard Club member

Central Cycling member