

# COURTNEY CHEEK

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## GLOBAL COMMUNICATIONS STRATEGIST | SR. CONTENT & CREATIVE MANAGER

Senior Content & Communications Manager who directs, collaborates, & drives growth across global platforms.



Senior marketing leader with specialized experience leading projects on high-profile global branding initiatives and digital content strategy. Solid foundation of cross-collaborating with various internal and external stakeholders from strategy to execution phase. A diverse blend of industry expertise in healthcare, SaaS, entertainment, real estate, and public relations. Creative and versatile approach that influences thought leadership and thrives in fast-paced, collaborative, corporate environments.

- » 🍷 Increases B2B Partnerships
- » 📈 70% increased revenue
- » ✅ 50% more client social and digital engagement

### Professional Experience

#### Brightly (Formerly Dude Solutions), Content Marketing Manager

2022-2024

Created and executed content marketing strategy for all business verticals and geographies. Integral player in global roll-out of international rebrand. Led and directed global digital marketing content strategy. Collaborated cross-functionally with all communication channels: brand, content, growth, and product marketing, sales, client success, and product functions. Improved measurement of effectiveness, sales, and brand equity. Researched and analyzed digital marketing metrics and benchmarks to ensure strategy and ROI were met and/or exceeded. Led cross-functional teams and developed marketing dashboards, messaging, and positioning. Grew demand-gen and oversaw outline creation of long-form content for optimized SEO, while being cognizant of brand evolution and guidelines. Led all content development and execution, which earned a nomination by the Chief Marketing Officer (CMO); which resulted in earning a prestigious internal award as part of the Siemens Professionals Engaging in Active Communications (SPEAC) program.

- » 850% ✅ increase in blog traffic
- » 82.65% growth in resource download across all geographies

#### 8 Capital Land Development, Marketing Director

2020-2022

Developed and created company-wide marketing strategy framework for all subsidiaries. Cultivated strong partnerships with internal and external stakeholders, internal staff, and strategic vendor partnerships. Designed websites and created on-going storytelling across multiple media platforms. Sourced and implemented various digital marketing tools to develop, plan, and execute successful marketing campaigns. Performed audits and competitive analysis to identify effective strategies and opportunities.

- » 117% ✅ increase to social and digital presence and awareness in first year
- » 67% in new lead generation and 30% growth in impression rate

### Other Relevant Professional Experience

Chatlien Media, Contract Producer & Social Media Strategist

2019-2020

Orangetheory Fitness, Social Media Manager & Strategist

2016-2020

Casa Manana, Digital & Social Media Specialist

2018

35 Concerts, Marketing Coordinator & Talent Buyer – West Coast & Canada

2014-2017

### Education and Honors

Bachelor of Science in Film, Television and Digital Media | Texas Christian University | Cum Laude

All American Big XII Honor | Big XII Commissioner Honor Roll & Dean's List | Senior Captain – TCU Diving Team

SPEAC Program Winner | Siemens | 2023

### Technical Skills

Certified Adobe CS6 Suite, Certified MS Office, HubSpot, Data Management Systems, CMS Management Systems, GA4 Analytics, Looker Studio, Final Cut Pro, iMovie, Calyx Point, Canva, GA4, Wistia, Google AdWords, Facebook, Facebook Ads Manager, Pardot (Salesforce), Instagram, Twitter, LinkedIn, Asana, and YouTube.