

Courtney Krystek

cmk211@case.edu

Experience:

PLATINUM CIRCLE PARTNERS Atlanta, GA (remote) January 2020 - May 2020
Director of Marketing

Created, managed, and analyzed marketing campaigns to:

- Develop interest and customer care with potential clients
- Keep current clients updated on new world events and how it may influence their client's psychology and purchase decisions
- Develop and follow through on marketing plans that incorporated Corporate Anthropology insights including shifting cultural norms due to the COVID-19 pandemic
- Incorporate day-to-day marketing efforts into larger company goals and campaigns
- Support packaging event sales through marketing efforts

PILMMA Myrtle Beach, SC (remote) December 2017 – December 2019
Director of Marketing

Analyzed & created reports on relative cultural psychologies to:

- Better reach intended audiences
- Craft more empathetic, relatable campaigns according to cultural norms
- Direct messaging and visual marketing strategy accordingly

Created, managed, and analyzed marketing campaigns to:

- Create demonstrated, trackable marketing campaigns for events, new membership, and other main company goals
- Use software to better integrate and display company KPI's
- Craft different avenues of campaigns (online, social, direct mail) to best generate and nurture leads
- Analyzed trackable data to determine the success of various campaigns and budget accordingly
- Crafted bimonthly, extensive marketing reports outlining campaigns, overall budget, company sales, and marketing analytics

Managed a marketing team to:

- Develop and follow through on marketing plans that incorporated Corporate Anthropology insights
- Incorporate day-to-day marketing efforts into larger company goals and campaigns
- Support event sales through marketing efforts

Buyers Products Company Mentor, OH March 2015 - December 2017
Manager of Photography & Graphic Designer

Managed the company's photography and visual design department to:

- Develop annual and quarterly marketing plans and budgets to incorporate all visual marketing costs
- Manage a marketing team for photography, videography, and graphic design implementation
- Direct construction of a photography studio for improved visual output
- Introduce 360 spin product photography

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- Help the team shoot all products, headshots and application photos and build image databases
- Help complete final edits of photographs in Photoshop for placement on website, literature, packaging, catalogs and ads

The Rainmaker Institute Gilbert, Arizona

May 2014 – December 2014

Project Manager

- Managed the development, graphic design and creation of client websites
- Analyzed graphical data analyses for SEO
- Managed website builds, blogs and social media platforms
- Managed E-Newsletter builds and bimonthly send-outs
- Wrote and edited E-Newsletter articles for publication
- Designed projects using adobe suites, Constant Contact, and HTML code build-up
- Copywrote articles and press releases

Education:

Case Western Reserve University Cleveland, Ohio

MA-PhD Medical Anthropology – In Progress

Case Western Reserve University Cleveland, Ohio

BA Anthropology – 4.0 GPA, summa cum laude with honors

Mortar Board Honors Society, Golden Key Int. Honor Society, Lambda Alpha Honor Society

Lakeland Community College Kirtland, Ohio

AA – 4.0 GPA, summa cum laude with honors

National Honors Society, Dean's List

Volunteer Experience:

Cleveland Museum of Natural History Cleveland, OH

Research Assistant for Dr. Nicole Burt

- Helped prepare research materials, consent forms, and supplies
- Helped in the various stages of the research project including obtaining consent, walking through survey questions, and taking hair samples

Cleveland Museum of Natural History Cleveland, OH

Research Assistant for Dr. Scott Simpson

- Utilized bones and resources from the Hamann-Todd Collection to photograph and collect metrics for over 70 hamate bones
- Created extensive table featuring metrics
- Created drawings and shape categories for linear similarities in facet curvatures
- Wrote descriptions of specifications for other researchers
- Statistically analyzed metrics to assist Dr. Simpson in labeling his new-found fossil specimen of a hamate bone

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Personal Skills:

Highly motivated self-starter

Enthusiastic

Strong communicator

Creative thinker

Very passionate about medical and cultural Anthropology as well as historic preservation

Interests

Anthropology

Global Health

Archaeology

History

Biology

Neuroscience