



COURTNEY CEBULA

VERSATILE SENIOR CONTENT MANAGER WITH A KNACK FOR STRATEGY & CREATIVITY

CONTACT

📍 Chicago Suburbs
✉️ courtneycebula@gmail.com

TECHNICAL SKILLS

Adobe Creative Suite
AP Style
Basic HTML
CMS
CRM Systems
Email Marketing Platforms
Google Analytics
Project Management Trackers
Social Media Management Platforms
WordPress

EDUCATION

Bachelor of Journalism

UNIVERSITY OF MISSOURI – COLUMBIA
Magna Cum Laude

SERVICE

Associate Board Member

AMERICAN CANCER SOCIETY
JANUARY 2019 – PRESENT

Associate Board Member

GI RESEARCH FOUNDATION
OCTOBER 2018 – PRESENT

EXPERIENCE

Senior Content Manager

COURTNEY CEBULA LLC (REMOTE) • MAY 2018 – PRESENT

- Supported university lead generation via content development for SEO blogs, PPC ads, emails, and brochures.
- Managed the successful completion of 30+ projects over two months as an interim marketing director.
- Created content for a gaming app launch, including web page copy and a user guide.
- Organized 25 interviews for Road to Somewhere, a highly rated podcast about personal growth.

Director of Communications

BRITISH INTL. SCHOOL OF CHICAGO, SOUTH LOOP • JUNE 2015 – MAY 2018

- Increased website visits by 92% in one year via digital marketing campaigns.
- Created inaugural parent communications program, rated 97% for satisfaction.
- Developed marketing and communications strategy for program launches, including a collaboration with The Juilliard School.
- Increased the average click-through rate of lead generation emails by 79%.

Communications Specialist

MORNINGSTAR, INC. (CHICAGO) • MARCH 2014 – JUNE 2015

- Wrote intranet articles consistently among the top 20 viewed each month.
- Refined intranet content strategy, enhancing engagement among 3,500+ employees.
- Organized and edited intranet contributions from colleagues in 20+ countries.
- Collaborated with company leaders to develop messaging for employee emails, employee town halls, and HR communications.

Marketing & Communications Coordinator

INTL. ASSOCIATION OF LIGHTING DESIGNERS (CHICAGO) • DEC. 2012 – MARCH 2014

- Grew donations by improving the marketing strategy for an annual fundraiser.
- Produced videos that helped achieve record attendance at an annual conference.
- Won a Bronze EXCEL Award for Media Innovation: Social Media Strategy from Association Media & Publishing.
- Created and maintained an editorial calendar to organize cross-functional efforts.

Associate Producer/Production Assistant

OPRAH RADIO (CHICAGO) • MAY 2010 – DEC. 2012

- Won a Gracie Award for Outstanding Information/Entertainment Radio Talk Show from Alliance for Women in Media.
- Wrote scripts for national newsmakers and experts, including Oprah Winfrey and Dr. Laura Berman.
- Created social media strategy and built social media communities.
- Mentored intern program participants.