

# Courtney Robinson

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I turn hard facts into felt truths.  
Words are my medium.

## Experience

### **Copywriting Intern, Laughlin Constable – Chicago / June–August 2020**

Worked on Los Cabos, Hoosier Lottery, AstraZeneca and new business

### **Founding Member & Copywriter, The Carriage House / May–August 2020**

A Brandcenter student agency

### **Freelance Copywriter & Brand Strategist / February 2018–May 2019**

Developed targeted verbal identities, brand narratives and messaging strategies

Owned the brand story across print, digital and social channels

Teamed with clients and stakeholders to develop, refine and focus company mission, vision and values

Advised on the integration of verbal and visual components across mediums

### **Copywriter + Strategist, Epiphany Studio / May 2017–October 2018**

Brand and identity development, campaign ideation, content and copywriting for a wide range of B2B architectural product and building material brands

Crafted and defined messaging strategies, tones of voice and verbal brand identities to create compelling brand stories

Proven ability to maintain conceptual and brand integrity across audience segments, tactics and mediums over time

Distilled complex information into succinct and engaging narratives

## Education

### **VCU Brandcenter, M.S. in Business/Branding – Copywriting / May 2021**

### **Sewanee: The University of the South, B.A. in Psychology – *summa cum laude* / May 2017**

Order of the Gownsmen (academic honor society)  
Psi Chi, International Honor Society in Psychology

## Skills

Adobe InDesign, Illustrator, Photoshop  
Final Cut Pro X, GarageBand  
Google Suite, Microsoft Office

## Non-ad things

Junior League of Richmond, Active Member  
Brandcenter Student Ambassador  
Brandcenter Fundraising Committee  
Theta Kappa Phi sorority

## Once upon a time...

TIME Magazine's Person of the Year, 2006  
Tripped down the Great Wall of China  
Shared almonds with chipmunks  
Lunched with the Cadbury Gorilla  
Met a dog that now owns me  
Was a Ph.D. hopeful  
Lived in Vienna, Austria  
Explored China, Jamaica, Costa Rica, Austria, Germany, Italy, Spain, Mexico