



COURTNEY TAYLOR

/ Strategic & Creative Marketing Leader /
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SNAPSHOT

Creative marketing expert with 15+ years experience across multiple industries and verticals. Possesses a knack for crafting brand stories with a proven track record of spearheading growth, implementing innovative strategies, and orchestrating successful marketing campaigns. Strong leader with a commitment to fostering cross-functional collaboration and leveraging technology to optimize marketing efforts.

ACHIEVEMENT ANALYSIS

SPRAGUE: Launched first ever Renewable Diesel at retail in Northeastern United States

CCM: Overcame pandemic challenges to set record breaking loan volume

SMITTY'S: Responsible for a 300% overall increase in event sales successfully built and launched new brand, GameLAB

CONNECTION: Played a crucial role in generating \$1B of revenue

AUTHOR: Published works in CIO digital magazine, IDG

PANELIST & KEYNOTE SPEAKER :
USM's annual Business Analytics & Digital Marketing Summit

EDUCATION

Lasell University, Newton, MA
Bachelor of Science, Marketing
Magna Cum Laude
Presidential Scholar

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING

The Labrie Group - Portsmouth, NH
6/2024 - CURRENT



**2024 Best of the Seacoast Community's
Choice Awards Winner**

Jimmy's Jazz & Blues Club | Best Concert Venue
SECOND PLACE: Best Wedding Venue & Best Brunch
Riverhouse | Best Chowder & Best Waterfront Dining

- Lead multi-channel marketing strategy across Jimmy's Jazz & Blues Club, Riverhouse, Waterview Grill, Atlantic Grill, and The Gallery at Jimmy's, driving ticket sales, private event bookings, and restaurant revenue
- Manage and mentor a cross-functional team, overseeing digital strategy, content creation, branding, and paid media to ensure cohesive brand positioning and maximum engagement
- Successfully transitioned Jimmy's Jazz & Blues Club's marketing in-house, implementing data-driven audience segmentation, CRM automation, and conversion-optimized ad campaigns
- Launched and branded The Gallery at Jimmy's, establishing it as a high-end art gallery and nightlife destination
- Oversee SEO, SEM, programmatic advertising, influencer partnerships, and loyalty programs, optimizing customer acquisition, retention, and engagement
- Drive lead generation for private and corporate events, leveraging CRM integrations, targeted ad campaigns, and email automation
- Analyze KPIs including ROAS, CAC, audience growth, and ticket sales velocity to continuously refine marketing strategies
- Develop strategic partnerships with tourism boards, media outlets, and influencers to expand brand visibility

MARKETING MANAGER

Sprague Operating Resources - Portsmouth, NH
2/2023 - 6/2024

- Lead promotional efforts for product launch of northeastern United States' first ever retail-ready Renewable Diesel
- Spearheaded interface design, testing, promotion and launch of self-serve internal Sprague Promotional Item Store
- Mentored marketing team, establish timelines, and lead projects to meet key achievements based on business needs
- Developed impactful brand strategies and visualize customer journeys for new products and emerging brands
- Orchestrated omni-channel campaigns with compelling copywriting, engaging visuals, and strategic deployment
- Drove digitization and automation of sales and marketing funnel, optimizing processes with CRM platforms and AI technologies
- Served as keynote speaker and facilitator for both in-person events and conferences as well as webinars
- Pioneer transformative culture changes as Chairwoman of the Women's Network Committee

PROFESSIONAL EXPERIENCE CONTINUED

Special Events Community Outreach Coordinator,
Massachusetts Breast Cancer Coalition | MA – 2011-2012

Driving Sherpa and Customer Service Representative
Motorsport Lab | Boston, MA - 2011

10+ Years of Event Planning,
Hospitality and Restaurant Experience

Portfolio can be found at
encoremarketingmaine.com

SKILLS

- A/B Testing
- Adobe
- Artificial Intelligence
- Agile & Scrum Methodology
- Brand Identity and Brand Development
- Business Development
- Canva
- Change Management
- Copywriting
- Contracts
- Compliance
- CRM
- Email Marketing
- Excel
- Google Ads
- Google Analytics
- Google Tag Manager
- Graphic Design
- HubSpot
- Keynote
- Keynote Speaker
- Leadership
- Marketing Automation Software
- Marketing Strategy
- Microsoft Office Suite
- Multi-Channel Marketing
- Non- Profit Experience
- Proposal (RFP/SOW) Writing
- Personnel Management
- Planning Budgeting & Forecasting
- Presentations
- Project Management
- Salesforce Cloud
- SEM
- SEMRush
- SEO
- Smartsheet
- Social Media Management
- Strong Communicator
- Team Player
- Tech Savvy
- Video Marketing
- Video Production/Editing
- Voiceover Artist
- Wix
- WordPress

DIRECTOR OF MARKETING + BUSINESS DEVELOPMENT

The Koutsos Team, CrossCountry Mortgage - Danvers, MA
12/2019 - 2/2023

- Ranked in top 1% nationwide loan volume despite pandemic challenges
- Secured over 1,200 new accounts for the affinity partnership program
- Configured and launched proprietary CRM program
- Designed written and visual content distributed through multi-funnel CRM programs, social media, and more
- Crafted compelling content and marketing presentations and confidently presented them to potential clients, investors, local organizations, business partners and other key stakeholders
- Directed all advertising including but not limited to events, fundraisers, digital, social, print, radio, TV, and OTT

DIRECTOR OF MARKETING + SALES

Smitty's Entertainment Group - Maine & New Hampshire
11/2016 - 12/2019

- Strategic brand strategies resulted in 300% increase in event sales, 25% increase in general ticket revenue
- Carefully crafted and successfully launched the new family entertainment brand identity, GameLAB
- Developed marketing budgets and forecasts based on film consumer personas and projected industry revenue
- Managed digital assets such as WordPress website, social media, ticketing system, POS, CRM and loyalty programs
- Booked films, coordinated schedules in compliance with all contracts
- Developed strategic marketing initiatives, customer-centric promotions, red carpet premiere events

WEB + TECHNOLOGY COORDINATOR

Cafe Services / Glendale Dining / Fresh Picks - New England
7/2015 - 11/2016

- Launched company-wide training programs for 500+ employees
- Managed O365 Admin Portal, intranet, internal resources library and communications program
- Maintained company websites, blogs and articles, social media pages, and marketing asset library
- Designed creative materials, executed internal and external facing marketing campaigns
- Solidified new partnerships by fostering relationships with local businesses and community decision makers

PRODUCT MARKETING COORDINATOR

Connection, Inc. - Merrimack, NH
2/2014 - 7/2015

- Supported administrative and systemic marketing efforts for products of a highly matrixed organization
- Team collectively generated \$1B revenue in SMB sector, 2014
- Managed million-dollar quarterly advertising budget
- Audited marketing materials to ensure compliance with Microsoft licensing requirements
- Designed website content, digital communications, and published materials for internal and external distribution
- Coordinated/attended tradeshow, collaborated on highly visible NFL partnered events



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