

# Courtney Papanicolaou

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Creative, strategic and upbeat public relations expert with over 15 years' experience in private, nonprofit and government sectors. Proven ability to think long-term while managing multiple clients and projects to deliver tangible results.

## Professional Experience

### **VOZEGA LLC**, Washington, D.C.

*Strategic Communications Consultant*, August 2015–present

- **Communications Counsel** – provide a variety of communication counsel including healthcare, higher education and nonprofit clients on an as-needed basis.
- **Digital Marketing** – create and execute digital marketing strategies to advance online brand presence, thought leadership content and strategic position in market.
- **Executive Branding** – develop thought leadership opportunities for clients using various executive branding approaches including online content development, media training and speaking opportunities.

### **PORTER NOVELLI**, Washington, D.C.

*Account Manager*, August 2017–present

- **Public Relations** – devise strategies and supporting goals to support and promote client's public image while safeguarding their reputation through fully-integrated communications campaigns to demonstrate leadership amongst competition, community and industry.
- **Digital Marketing** – develop and execute detailed digital marketing campaigns to help rebrand and relaunch client initiatives, including product launches, advocacy and engagement campaigns and other ROI efforts.
- **Stakeholder Management** – lead multiple consumer-facing communications campaigns for pharmaceutical, nonprofit, biotech and government clients to support investor relations.
- **Account Management** - serve as the client's main point of contact and effectively manage all correspondence, finance, and staffing within the agency.

### **OCTANE PUBLIC RELATIONS**, Washington, D.C.

*Account Supervisor*, September 2015–August 2017

- **Public Relations** – led all community and public relations efforts supporting Washington D.C.'s Department of Health (DOH) HIV/AIDS, Hepatitis, STD, and Tuberculosis Administration (HAHSTA) while managing a team of eight account and digital managers.
- **Financial Management** – supervised \$1M+ budget while handling all day-to-day account management including media relations, digital communications, advertising, and community outreach efforts.
- **Executive Branding** – advised Octane's CEO, COO, and board members about corporate communications strategy.

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### **PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE (PCRM)**, Washington, D.C.

*Celebrity Relations Coordinator*, June 2014–September 2015

- **Media Relations** – recruited A-list celebrity support to create media opportunities about PCRM's health communications campaigns and to reinforce support to donors.
- **Public Affairs** – developed and executed Capitol Hill events with celebrities to improve support amongst communities and policy makers.
- **Relationship Management** – cultivated long-term relationships with celebrity agents, managers, and publicists by pitching publicists to garner donor support at fundraisers.

### **CENSEO CONSULTING GROUP**, Washington, D.C.

*Marketing Manager*, July 2013–June 2014

- Led all marketing communications plans to align with corporate goals.
- Hosted events and meetings to position directors as thought leaders for new business opportunities.
- Managed all online presence and content creation.
- Wrote conference abstracts on behalf of executives for speaking opportunities.

### **LMI GOVERNMENT CONSULTING** McLean, VA

*Marketing, Communications, and Public Relations Specialist*, February 2010–June 2013

- Managed communications strategies to raise the visibility of LMI among government managers.
- Provided strategic communications counsel and support to LMI President and Vice Presidents for media and high-level speaking opportunities.
- Developed all public relations campaigns for the LMI Research Institute.
- Planned all corporate events and supported program directors with outside events.

## Education

**Webster University**, M.A., International Relations, July 2008

Accelerated one-year international program while studying in London, England; Leiden, The Netherlands; Vienna, Austria; Geneva, Switzerland; and Bangkok, Thailand

**Webster University**, B.A., Public Relations, May 2006