

Courteney Sykes

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Professional Summary

Strategic and results-driven PR professional with experience in brand storytelling, content creation, and media relations. Skilled in executing integrated campaigns, managing crisis communication, and driving public engagement.

Skills

- Media Relations & Press Materials
- Content Creation & Digital Storytelling
- Graphic Design (Adobe Photoshop, Canva)
- SEO & Digital Optimization
- Research & Competitive Analysis
- Event Planning & Coordination
- Project & Team Management
- Videography & Multimedia Production
- Web Design (Wix, WordPress)
- Media Monitoring (Muck Rack, Google Sheets)

Professional Experience

Florida Chamber of Commerce

June 2025 to Current

Marketing Intern

Tallahassee, Florida

- Use Meltwater to track media coverage, monitor industry trends, and build targeted media lists.
- Manage contact databases and execute email marketing campaigns using Constant Contact.
- Create detailed ROI packets and marketing collateral with Canva to support stakeholder engagement.
- Update and maintain the Florida Chamber's website and news sections using WordPress.
- Design and manage digital and print marketing materials using Adobe InDesign, Canva, and Windows applications.
- Assist with CRM maintenance and help track campaign performance and engagement.
- Communicate with internal teams via Microsoft Outlook and Microsoft Teams to align on marketing strategies and tasks.

Dkcnews

September 2024 to May 2025

Public Relations Intern

- Create detailed media audits using Muck Rack and Google Sheets for high-profile clients, including Nigel Sylvester, Amazon MGM's *Nickel Boys*, West End Gin, and Carlos King, identifying key media opportunities and tracking campaign progress.
- Identify strategic opportunities for DKC to expand its client base with Black-owned businesses, fostering valuable partnerships and promoting diversity in the agency's portfolio.
- Develop and present innovative strategies to grow DKC's Instagram presence, leveraging Canva to design eye-catching content that resonates with target audiences.
- Utilize Google Drive applications (Docs, Sheets, Slides) to streamline document creation, manage spreadsheets, and design visually compelling presentations for internal and client-facing projects.
- Develop and maintain comprehensive media lists to support targeted outreach and media relations efforts, enhancing the agency's engagement with key stakeholders.

Clark Atlanta University

August 2024 to May 2025

Athletics Social Media Intern

Atlanta, GA

- Assist in planning and executing social media strategies that engage students, alumni, and fans, helping to boost the visibility of Clark Atlanta University's athletic teams.

- Create engaging content, including videos, graphics, and posts, that align with the department's brand identity and resonate with the university's audience.
- Develop creative concepts and content tailored to various athletic teams, producing high-impact videos such as one for the Clark Atlanta University Baseball Team, which showcased them receiving custom gloves and bats in partnership with Marucci Sports. The video garnered over 10.7K views, significantly boosting engagement.
- Produce dynamic video content for other sports teams, including a video for the Clark Atlanta University Volleyball Team during their practice, which received over 9,000 views and increased visibility for the team.
- Collaborate closely with athletes, coaches, and the athletic department to ensure effective communication and accurate representation of the teams across all social media platforms.
- Monitor social media performance, track engagement, and adjust content strategies based on data to continually improve audience engagement and interaction.

Public Relations Student Society Of America, PRSSA

September 2022 to May 2025

President

Atlanta, GA

- Lead and execute 7-8 professional development events per semester, with attendance ranging from 15-40 participants, including workshops, guest panels, and networking events to foster member growth and industry engagement.
- Spearhead the HBCU Tour, hosting the cast of CW's *All American: Homecoming* on campus, creating significant opportunities for students to engage with the entertainment industry.
- Found *Panther Communications*, a student-run PR firm, and build the organization's website, providing students with real-world PR experience.
- Manage and mentor a dynamic executive board of 10+ members, delegate responsibilities, oversee committee activities, and ensure effective communication across all internal and external PR efforts.
- Curate and create content for CAU PRSSA's social media platforms, garnering over 30,000 impressions on Instagram, 5,000 impressions on LinkedIn and TikTok, increasing chapter visibility and member engagement.
- Serve as the conference coordinator for the 2025 PRSSA Southeast District Conference, overseeing all logistics, partnerships, sponsorships, speaker recruitment, and promotional materials for the event.
- Pitch and secure media coverage for PRSSA initiatives, including being featured in *HBCU Buzz* for making history as the first HBCU to host a PRSSA District Conference.

Tyler Perry Studios

June 2023 to August 2023

Creative Development Intern

Atlanta, GA

- Supported creative projects by developing and presenting innovative television and film concepts, contributing to the production of shows like *House of Payne* and *Assisted Living*.
- Collaborated with the Art Department to design visual elements for TV shows, ensuring all content met high standards of quality and functionality.
- Spearheaded the creation of an original episodic TV show concept as part of a team, including developing the plot, crafting unique characters, and writing the full script with complete dialogue for the first episode.
- Designed and presented a pitch presentation for the show using Canva, strategically showcasing the creative vision and explaining why it should be produced.
- Engaged in a competitive, team-driven environment where our project was judged by top industry professionals, offering hands-on experience in pitching, scriptwriting, and creative collaboration, ultimately leading our team to victory.

Vision Works (VSNWKS)

January 2023 to May 2023

Public Relations & Special Events Intern

Atlanta, GA

- Planned and executed a successful webinar, *Future With The PROs*, featuring Sean James and other seasoned PR professionals. The webinar, designed to educate attendees on how to break into the PR industry, key tips for navigating its challenges, building media lists, and thriving in an ever-evolving landscape, attracted over 50 participants.
- Drafted strategic proactive PR plans to drive thought leader positioning and positive news coverage for Vision Works PR Firm.
- Conducted public relations research, identified objectives, and developed strategies to support the agency's initiatives.
- Collaborated with the press/media department to secure press features, mentions, and round-ups, enhancing client media presence.
- Measured ROI and used data to make informed recommendations that contributed to successful PR campaigns.
- Wrote and edited a variety of content, including blog posts, case studies, white papers, press releases, presentations, and website content.
- Managed content on internal platforms (Google Docs, Monday.com, Canva, and Guru), ensuring efficient collaboration and organization across teams.

Education

Florida State University
Master of Arts: Strategic Communications
 Tallahassee, FL

Expected in December 2026

Clark Atlanta University
Bachelor of Arts: Mass Media Arts
 Atlanta, GA

May 2025

Awards, Licenses & Certifications

HubSpot Academy

- Social Media Marketing Certification II, 06/2024

Muck Rack

- Fundamentals of Media Relations Certification, 03/2024

Websites

- <https://www.panthercommunications.org/>