

# COURTNEY LEIGH BEISEL

## PROFILE

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Result-oriented **Communications Professional** with expertise in alumni relations, student relations, media relations, publication production and developing fundraising campaigns for universities and non-profits. Creative specialist accustomed to organizing events, building relationships and measuring the success of communications programs. Dedicated leader known for enthusiasm, strong work ethic and ambition.

## PROFESSIONAL EXPERIENCES

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### ILLINOIS INSTITUTE OF TECHNOLOGY

DEPARTMENT OF CHEMICAL AND BIOLOGICAL ENGINEERING

Chicago, IL

#### COMMUNICATIONS COORDINATOR

March 2007 - Present

- ♦ Write, edit and direct content of department's annual publication; includes writing a variety of articles focusing on current research projects, alumni achievements, student activities, faculty accomplishments and department updates.
- ♦ Manage all aspects of special events conducted by department, including annual lecture series, alumni receptions, advisory committee meetings and commencement celebrations.
- ♦ Coordinate department's participation in industry conferences and graduate school fairs.
- ♦ Manage all aspects of student recruitment.
- ♦ Develop special promotional materials for events, including t-shirts, invitations, documentaries, brochures, programs and flyers.
- ♦ Organize and execute department fundraising activities.
- ♦ Research alumni and submit award nominations for recognition of alumni accomplishments.
- ♦ Direct and execute all aspects of department's web site, include design, content and updates.
- ♦ Act as a spokesperson for department within university community, as well as the media.
- ♦ Perform all media relations aspects for department.
- ♦ Liaise with other departments to achieve overall objectives of the university, including Institutional Advancement, Communications and Marketing, Alumni Relations and Admissions.
- ♦ Coordinate with graphic designers on the production of brochures, annual publications and other materials.
- ♦ Support department's faculty recruitment process by placing advertisements and collecting applications for search committee.
- ♦ Conduct surveys targeted towards students and alumni.
- ♦ Assist student organizations with promotion efforts of their activities, including award nominations, newsletters and event marketing.
- ♦ Coordinate department's responses to national surveys.

### NATIONAL BUSINESS TRAVEL ASSOCIATION

Alexandria, VA

#### ASSISTANT MANAGER OF COMMUNICATIONS

May 2005 - March 2007

- ♦ Authored, formatted and distributed daily e-mail of news, resources and travel updates to members.
- ♦ Supported the writing and distribution of press releases related to association activities to business/consumer and trade media.
- ♦ Tracked key issues in the corporate travel industry and report accordingly to NBTA members.
- ♦ Coordinated interviews between business/consumer media and trade publications and NBTA leadership, spokespeople and members.
- ♦ Assisted in the promotion of NBTA events, resources and education programs to NBTA members and corporate travel industry.
- ♦ Developed talking points and speeches for NBTA leadership, spokespeople and members for media interviews and presentations.
- ♦ Maintained, updated and developed media lists, and tracked/reported media placements.
- ♦ Assisted in the production and publication of NBTA Business Travel Quarterly publication.
- ♦ Coordinated all e-mail communications to NBTA members.
- ♦ Wrote editorials and position papers on topics in the industry for NBTA representatives.
- ♦ Managed, edited and approved content posted on NBTA web site.

**BUSINESS WIRE**

Arlington, VA

**MEDIA RELATIONS REPRESENTATIVE**

August 2004 – May 2005

- ♦ Established and strengthened relationships with media in D.C., Va., Md., Del. and Pa.
- ♦ Organized “meet the media” events to facilitate the interaction between clients and the local media.
- ♦ Assisted media in gathering information and determining expert sources for projects.
- ♦ Worked closely with Sales Representatives to meet Business Wire client needs in regards to media placement.

**OPTICAL IMAGE TECHNOLOGY**

State College, PA

**PUBLIC RELATIONS COORDINATOR**

Jan 2003 – July 2004

- ♦ Executed all public relations activities for companies, including press releases, news releases, web site development, speech writing, award nominations and event coordination.
- ♦ Worked with editors and other journalists to write case studies and product reviews for publications.

**EDUCATION**

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**ILLINOIS INSTITUTE OF TECHNOLOGY**

Chicago, IL

**MASTER’S IN PUBLIC ADMINISTRATION – COLLEGE OF SCIENCE & LETTERS**

2009

- ♦ Concentration in Non-Profit Management
- ♦ Course work focuses on financial management, human resources, resource development, strategic planning, complex systems, philanthropy, law and non-profit management
- ♦ Cumulative GPA – 4.0/4.0

**PENN STATE UNIVERSITY**

University Park, PA

**B.A. IN ADVERTISING AND PUBLIC RELATIONS - COLLEGE OF COMMUNICATIONS**

2002

- ♦ Concentration in Public Relations
- ♦ Minors in Liberal Arts Business and Liberal Arts English

**PROFESSIONAL AFFILIATIONS**

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- ♦ Ridge Place Condominium Association – President
- ♦ Public Relations Society of America
- ♦ Pennsylvania State University Alumni Association
- ♦ Young Non-Profit Professionals Network

**AWARDS**

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- ♦ Selected as 2010 IIT Julia Beveridge Award recipient in alumna category in acknowledgment of outstanding contributions to the university and dedication to serving university’s female students
- ♦ Recognized as the 2009 outstanding graduate student of the year in the public administration program at IIT by the American Society of Public Administrators (ASPA) Greater Chicago Chapter

**COMPUTER SKILLS**

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- ♦ Experience with Windows operating systems.
- ♦ Proficient in Microsoft Office (Word, Excel, PowerPoint, Publisher, FrontPage) and Adobe (PhotoShop, InDesign, PageMaker, Illustrator) suites of products
- ♦ Knowledge of HTML and Web Content Management
- ♦ Extensive research capabilities