

COURTNEY MAUSS

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CREATIVE DIGITAL MARKETING CONTENT PRODUCER AND CONSULTANT

I'm an accomplished and multi-talented content marketing professional with a depth of experience in digital media creation and production. I collaborate with a host of clients to deliver the right content to promote products or services leading to demand generation, target audience engagement, and ultimately revenue growth. I have an instinctive ability to quickly know what's relevant and effective, then to act on it.

SKILLS

Short-form copywriting	Social media content management
Email nurture strategizing	SEO research and analysis
Audio and video editing	Podcast production orchestration

STRENGTHS

Improvisational conversation	Creativity
Public speaking	Critical thinking
Leadership	Collaboration

PROFESSIONAL EXPERIENCE

Marketing content consultant

April 2022 – Present

Provide counsel on content strategy and tactics for marketing and sales emails (nurture sequence), digital ads (on Facebook and Google), and social media. Consulting efforts have contributed to more than 5k leads for three clients.

Social media content producer

Feb. 2022 – Present

- Craft copy for both graphic and video posts to engage viewers, then drive traffic to podcasts
- Edit short-form, educational videos and incorporate captions to make presentation more compelling
- Create eye-catching, informational graphics to complement the copy
- Write captions in styles aligning with client's tone and brand—including witty, informational, or breezy
- Manage activity and interaction on two Facebook pages to engage visitors and drive actions; with about 1,100 posts to date, efforts have generated 10.2k followers for one page and 2.8k followers for the other.

Podcast editor, content producer, and co-host

Nov. 2018 – Present

- Editing of the audio file -- cuts, sound effects, audio balances, etc. -- for more than 1,400 episodes to date, including one podcast with 2M+ downloads, and another podcast with 1M+ downloads
- Produce show notes -- both bullets lists and abstracts -- to share the key value propositions for episodes; (notes written to match both the personality and conversational style of podcaster as well as the nature of the topic/subject matter (sometimes straightforward or informational, other times playful or fanciful)
- Serve as co-host as needed to provide a Q&A format to maintain a captivating cadence for an episode
- Conduct SEO research to help determine the most searchable and relevant show titles
- Create compelling links on podcast home pages to drive listeners to products and services
- Manage the back-end production, including uploading and scheduling distribution to multiple platforms
- Scout out and recruit potential guests and oversee the arrangements for their participation

ADDITIONAL WORK EXPERIENCE

Islands Restaurants (Foothill Ranch and Burbank, Calif.)

Feb. 2017 – Sept. 2021

Trainer, server and bartender

Recognized as a top performer for my ability to remain cool under pressure, manage multiple food and beverage orders simultaneously, memorize myriad cocktail recipes, exceed customer expectations, and upsell products. Served as a trainer for multiple roles (server, busser, host, bartender) to improve co-worker performance and develop my leadership skills.

EDUCATION AND TRAINING

- Marymount Manhattan University, New York, NY – studies in performing arts
- Saddleback College, Mission Viejo, Calif. – studies in liberal arts
- Traffic and Conversion Summit, Las Vegas, Nevada – best practices in digital marketing
- Thrive Summit, Las Vegas, Nevada – strategies for business growth and positive impact
- Islands Restaurants, Carlsbad, Calif. – leadership and management workshops