

Courtney Francis
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Design + Marketing + Strategy

Marketing and outreach professional with a decade of professional experience with education technology.

Experience establishing outreach strategy and best practices; capable of balancing complex project requirements.

History of collaboration with stakeholders and team members to meet a variety of project management needs for small and growing organizations.

Skilled in project management, integrated marketing, writing, social media, public speaking, events, improvised theater

Moderator, "Gaming the System: Teachers Hacking the Classroom" Panel SXSWedu 2015

Co-organizer and Marketing Lead, Startup Weekend Education February 20-22, 2015

Co-founder, Organizer, EdTechPGH Meetup, since October 2013

Moderator, "Hot Topics in Gaming" Panel with faculty from the Art Institute of Pittsburgh and alumni from Respawn Entertainment, Sept 2014

Experience

The College of Engineering, Carnegie Mellon University
Pittsburgh, PA January 2015 – present

Among the top 10 engineering schools in the nation for graduates and undergraduates.

Media Coordinator for the Department of Engineering & Public Policy, Scott Institute for Energy innovation and Energy Science Technology & Policy Program

- Building and/ or improving websites and social media, managing outreach for internal and external events at the university.
- Collaboratively sourcing news and events and producing monthly and quarterly newsletters.
- Actively balancing individual project goals and guidelines with those of the College of Engineering and Carnegie Mellon University.

Working Examples Project at Carnegie Mellon University
Pittsburgh, PA September 2013 – January 2015

A community of practice for educators, designers and researchers to collaborate and share projects, including games and curriculum.

Outreach Manager

- Collaboratively developed a robust outreach strategy that includes events, networking, digital marketing, workshops and presentations.
- Facilitation of a Working Examples conference track at the Games, Learning, Society (GLS) conference, development and delivery of conference sessions at GLS and SXSW 2014. Session proposals accepted at Open Ed 2014 and SXSW 2015.
- Planning and facilitation of human-centered design focused workshops for students at CMU's Entertainment Technology Center.
- Design and creation of marketing content; webinars, social media, blog posts and guest content to increase community engagement.

Nuventive
Pittsburgh, PA June 2011 – June 2013

Nuventive provides enterprise software and services for outcomes assessment and accreditation in higher education.

Marketing Coordinator

- Re-established Nuventive brand, defined marketing strategy.
- Collaborated with marketing partners Microsoft and Ellucian
- Designed product announcements, quarterly newsletter, case studies, large format signage, brochures and advertisements.

Simcoach Games (formerly Etcetera Edutainment)
Pittsburgh, PA March 2006 – June 2011

Simcoach Games develops game-based training that combines industry regulations, instructional design and videogames.

Marketing Coordinator • June 2009 - June 2011

- Nurtured leads with campaigns focused on how game-based training can change behavior and improve safety culture.
- Engaged customers to identify and prioritize product requirements; worked with sales team and developers to implement them
- Provided technical support for Simcoach's off-the-shelf software and its distribution through a proprietary web-based system.

Design Intern, Office Manager • March 2006 - June 2009

- Managed company brand and website, designed of 2D and 3D assets for print and web marketing.
- Managed general office tasks including bookkeeping and payroll.

J&S Solutions
Gibsonia, PA April 2007 - September 2010

J&S worked with college-level newspaper organizations to educate and train students and advisors to remain relevant in a volatile news market.

Consultant, Marketing Coordinator

Partnered with the Pennsylvania Newspaper Association to prepare and deliver training on web media, news design, and resume building to student journalists and advisors.

Education

Bachelor of Science in Game Art & Design
The Art Institute of Pittsburgh

Focus on crafting user experiences through gameplay. Created 3D assets, designed games and created playable prototypes.

Bachelor of Arts in Graphic Design, Minor in Communications
Indiana University of Pennsylvania

Graduate of The Robert E. Cook Honors College.