

COURTNEY FLAHERTY

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BRAND MANAGEMENT | CREATIVE STRATEGY | SOCIAL MEDIA

ABOUT ME

I am a Creative Services Manager with over 15 years experience spanning across brand management, creative strategy, graphic design, paid and organic social media.

Key responsibilities include managing \$75k+ yearly social media budgets, delivering collateral for on-time launches and campaigns, and implementing brand strategy and developing designs for annual B2B industry trade shows collectively exceeding \$3M in budget.

SKILLS & TOOLS

- Adobe Creative Cloud
- Asana
- Canva
- First Up
- Google Analytics
- LinkedIn Campaign Manager
- Meta
- Microsoft Office
- Pardot
- Salesforce
- Sprout Social
- Qlik Sense

ACCOLADES

- Female Social Media Manager of the Year, 2022 | Bronze Stevie | American Business Awards
- CEO Spotlight Award, 2022
- Core Values Award: Integrity, 2022
- NCPA Best Advertising Contest Seven awards 2009-2010
- NCPA Editorial Contest 3rd Place Award for Arts and Entertainment reporting, 2010

WORK EXPERIENCE

MANAGER, CREATIVE SERVICES

Aug. 2023 – March 2024

Toshiba Global Commerce Solutions

- Owned the strategy and implementation of corporate brand management, creative development, and social media and served as the contact for all branding questions and guidance.
- Collaborated with global teams and led the creation of high-impact designs for marketing collateral, social media, and large and small scale trade shows and events using a consistent application of brand visuals and identity.
- Managed the strategy, budget, and implementation of successful paid social campaigns that achieved better than B2B industry average engagement resulting in delivery of strong leads to sales.
- Led the creative implementation for a global company brand refresh including re-designed brand guidelines, global marketing materials, and internal documentation.
- Over my 6 year tenure as social media manager, LinkedIn followers increased from 8K followers in 2018 to over 41K in 2024.
- Managed budgeting and vendors for internal social events for multiple locations in the U.S. and LATAM.
- Managed and guided a graphic design team and mentored interns in several departments during multiple internship cohorts.

CREATIVE SERVICES LEAD

Sept. 2021 – Aug. 2023

Toshiba Global Commerce Solutions

- Responsible for leading design strategy, including organic and paid social, event and tradeshow design, managing brand guidelines, and creating cohesive collateral.
- Established, maintained, and enforced corporate branding by revising corporate brand guidelines and leading the implementation across the company.
- Evaluated and revised the previous social media strategy and developed an entirely new approach, resulting in 110% follower growth on LinkedIn, increased engagement on Twitter and Facebook, and launched our first Instagram account.
- Implemented the rollout and management of global LinkedIn Showcase Pages in local language.
- Worked with Product Marketing to produce paid campaigns across global markets, for lead generation, brand awareness, and video views on LinkedIn and delivered complete results and analysis within 48 hours of campaign completion.

CERTIFICATIONS

- Certificate in Professional Writing
- Pragmatic Marketing Certified in Foundations | Launch | Market

EDUCATION

BA in English, 2007

Minors in Journalism & Sociology
University of North Carolina,
Wilmington

- Created the strategy, budgeting, designs, logistics and implementation of a facilities beautification project across multiple sites globally.
- Managed a 10th Anniversary celebration across multiple locations in the U.S. and Europe, including on-site activities for over 400 people at HQ and interactive digital activations globally.
- Coordinated photoshoots with external photography vendors, selected models, provided creative direction, managed shot lists, and directed post-production editing.

MARKETING SPECIALIST

Feb. 2016 – Sept. 2021

Toshiba Global Commerce Solutions

- Supported successful product launches by designing and editing product materials, photography, presentations, infographics, and design elements for white papers and presentations.
- Enabled digital marketing campaigns by developing digital assets including email templates and assets, web banners, and print and digital ads.
- Produced large format artwork for booth property and on-site event signage and updated graphics and testing usability for conference mobile apps for technology trade shows.
- Took over social media management for global social media channels including LinkedIn, Facebook, and Twitter.
- Launched an internal Activities & Outreach Committee with executive support and managed office-wide events for 400+ people.

GRAPHIC DESIGNER

April 2012 – Feb. 2016

Oxford University Press

- Created print and web advertisements, catalogs, brochures and infographics for academic books and related web products.
- Worked with global marketers to develop new branding & identity.
- Developed and maintained guidelines for infographic creation and designed icon sets for use on a new corporate website.

CREATIVE DIRECTOR

April 2011 – April 2012

MedMedia9

- Designed and created the brand for a monthly medical magazine as well as branding, identity and websites for other clients.
- Developed and updated the website using WordPress and CSS.
- Assisted in gathering content, editing and advertisement sales for the magazine.

CREATIVE DIRECTOR

May 2008 – March 2011

The Garner Citizen

- Designed over 140 issues for a weekly publication including many of the associated print and web advertisements.
- Initiated and completed a total redesign of the print product, including holding focus groups, analyzing data and collaborating on the final product.
- Managed a team of other graphic designers and interns.