

# COURTNEY VIJOEN

## CONTACT

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## SKILLS

- Content Production
- Social media strategy
- Brand strategy
- Art direction
- Graphic design
- Branding and visual identity
- Content marketing
- Creative strategy
- Content Creation
- Copywriting
- Powerpoint design
- Paid social media
- Team leadership
- Organization & documentation
- Communication
- Stakeholder management
- Influencer strategy

## EDUCATION

### **PALM BEACH STATE COLLEGE**

Associate of Graphic Design and  
Multimedia Art  
2013 - 2015

### **UNIVERSITY OF SOUTH FLORIDA**

Bachelor of Political Science  
2009-2013  
with minors in French, and Literature

## ABOUT ME

Creative content and social marketing leader with 9+ years of experience, driven by curiosity and collaboration. I specialize in crafting engaging, high-performing content from concept to delivery, thriving in both independent and team settings. Proficient in Adobe Creative Cloud and experienced in small business operations, I bring a dynamic, evolving approach to content production, social media strategy, and creative leadership.

## EXPERIENCE

### **CONTENT PRODUCER, NORTH AMERICA**

Movember (April 2024- Present)

- Routinely develops innovative and strategic content formats for owned and partner channels across 5 global markets
- Originates multi-format content for social, web, and email
- Design & curates brand and social content guidelines for partners, production vendors and creative agencies
- Manages internal and external creative vendors

### **SOCIAL MEDIA MANAGER, NORTH AMERICA**

Movember (March, 2023 - April, 2024)

- Grew TikTok audience by 400% (13,000 < 65,000)
- Grew Instagram audience by 37% (212,000 < 282,000)
- Managed key stakeholders asynchronously across 5 markets
- Manged content calendars for North America
- Originated on-trend content for TikTok, Instagram, and Twitter

### **SENIOR MANAGER, CONSUMER ENGAGEMENT**

Tower 28 Beauty (August 2022 - January 2023)

- Managed a team of 2 direct reports, and 4 indirect reports
- Directed social content plans across four channels
- Designed & curated social content for brand, retail, and partner channels.
- Developed social, content, and influencer marketing strategies
- Collaborated with E-commerce and Marketing managers to create go-to-market calendars.

### **SENIOR MARKETING PROGRAM MANAGER**

noissue (August, 2021 - August, 2022)

- Managed a global team of 5 direct reports and 8 indirect reports.
- Developed a commercial lens for the creator and affiliate program
- Curated 25 pieces of diverse content per week to fuel site, social, email, and paid advertising functions.
- Managed internal and external creative vendors

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## TOOLS

- Adobe Creative Suite
- Sanity CMS
- Box
- Canto (DAM)
- Sprout
- Hootsuite
- Meta Ads Manager
- Figma
- Canva
- CapCut

## INTERESTS AND HOBBIES

- Reading
- Creative writing
- Scrapbooking / Journaling
- Hiking
- Yoga
- Trying new restaurants
- Photography
- Video editing
- Surfing
- Flower arranging
- Cooking

## EXPERIENCE CONTINUED

### SOCIAL MEDIA TEAM LEAD

noissue (February, 2021 - August, 2021)

- Managed a global team of 5 direct reports and 8 indirect reports
- Grew TikTok audience by 2900% (11,000 - 320,000)
- Grew Instagram audience by 50% (280,000 < 420,000)
- Led strategy across 4 global social channels
- Originated bespoke content for social, web, and email

### SOCIAL MEDIA MANAGER AND GRAPHIC DESIGNER

think.shop (December, 2019 - August, 2020)

- Developed and executed strategy for established luxury hospitality brands, and an emerging DTC wellness brand with a combined audience of 1M across five global channels.
- Produced and art directed client photoshoots.
- Originated custom content for social, web, and email
- Illustrated and created custom templates for an email marketing list with over 300,000 subscribers.

### SOCIAL MEDIA MANAGER AND GRAPHIC DESIGNER

Levy PR (August, 2019 - December, 2020)

- Curated, created, scheduled, and published content on social channels for hospitality clients.
- Designed collateral and social graphics
- Managed content calendars for 10+ clients
- Originated custom content for social, web, and email
- Managed inboxes for 10+ clients

### FOUNDER / CREATIVE DIRECTOR

Bikinis Over Everything (August, 2017 - Present)

- Developed a first-to-market product, sold globally online and in-stores
- Partnered with best-in-class influencers and content creators with combined audiences over 5M.
- Developed and maintained sustainable packaging design and fulfillment practices.
- Manage a team of fulfillment and logistics specialists remotely