**COURTNEY SHROUT**

Nashville, TN | 609-670-2005 | courtneyshrout1@gmail.com | [LinkedIn](https://www.linkedin.com/in/courtneyshrout/) | [Portfolio](https://www.courtneyshrout.com/)

**MARKETING & STRATEGY 🞍 BRAND MANAGEMENT 🞍 CLIENT SUCCESS**

*Detail-oriented* ***Brand Strategist & Client Relations*** *professional skilled at translating high-level concepts into impactful execution, while managing strong client communications. Known for driving brand momentum through integrated campaigns, uncovering growth opportunities, and fostering collaboration across cross-functional teams to boost brand equity and profitability.* ***Master of Marketing Degree.***

* Skills: Strategic Planning, Multi-tasking, Problem Solving, Brief Writing, Consumer Research & Insights, Client Success.
* Technical Skills: MRI-Simmons, Media Radar, Sprout Social, Qualtrics, Microsoft Suite, internal CRM.

**EXPERIENCE**

**GS&F,** Nashville, TN **May – Aug 2025**

*GS&F is a full-service advertising agency, nationally known for its strategic, insight-driven work across brand, digital, & creative for clients.*

***Brand Strategy Intern***

* Leveraged MRI-Simmons and Media Radar to synthesize research findings into clear, compelling brand narratives to inform campaign strategy, analyze competitive landscapes, and identify growth opportunities for clientele.
* Supported brand strategy for 6+ client accounts, independently leading full strategic development for key accounts.
* Authored brand briefs that captured audience voice to align internal teams on a unified story and brand direction.
* Cultivated strong client relationships, translating client goals into actionable strategies grounded in audience insight.
* Collaborated cross-functionally with creative, media, and account teams to deliver integrated marketing solutions.

**DESIGN LAB INC.,** Nashville, TN **Jan – May 2025**

*Design Lab is a leader in the retail design industry, specializing in private-label manufacturing of pet merchandise for Fortune-500 retailers.*

***Product Development Intern***

* Supported full-cycle product development—including sampling, sourcing, client coordination, and cost analysis—to bring new concepts to market efficiently and ensure streamlined operations.
* Developed collections across 6 major retailers like Chewy, Meijer, and Tractor Supply, applying trend forecasting to align designs with both retailer identities and consumer preferences.
* Collaborated on licensed products with brands such as NASCAR, Budweiser, and Paramount to drive brand equity.
* Wrote product marketing copy for retailer websites, translating product features to consumer benefits to drive sales.

**DOWNS & ST. GERMAIN RESEARCH**, Tallahassee, FL **Aug 2023 – May 2024**

*A specialized market research firm focused on delivering in-depth consumer insights and recommendations to clientele in the tourism industry.*

***Market Research Analyst Intern***

* Managed full research process, including questionnaire design, survey distribution, data analysis, and client reporting for 60+ tourism clients, solving business challenges and identifying new opportunities.
* Delivered 20+ client reports of key findings and recommendations by translating raw data into recommendations using verbatim coding and mathematical analysis on SPSS, MS Excel, & MS PowerPoint.

**VISIT PENSACOLA,** Pensacola, FL **Summer 2023**

*Visit Pensacola is the official tourism marketing organization for Escambia County, promoting Pensacola, Pensacola Beach, and Perdido Key as year-round travel destinations through strategic campaigns and community outreach.*

***Marketing Intern***

* Managed a database of 300+ client partners using Simpleview CRM, coordinating press media, trips, and expenses.
* Increased Instagram following (+10k) by boosting engagement through conversation-driven Instagram Stories, Instagram Reels, captions, and comments utilizing visual marketing software Crowd Riff.
* Crafted content on a high-traffic website, garnering 100k+ monthly views.
* Collaborated on content strategy utilizing consistent brand voice across Instagram, Facebook, TikTok, and Twitter.

**EDUCATION**

**VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT,** Nashville, TN

Master of Marketing, **2025**, Focused Coursework: *Strategy, Brand Management*

* Yellow Ribbon Program Scholarship | Vanderbilt Owen Student Ambassador | Owen Women’s Business Association

**FLORIDA STATE UNIVERSITY,** Tallahassee, FL

Bachelor of Science*,* **2024**, Major: Marketing

* Florida Medallion Scholar | Dean’s Academic Honor List
* Account Manager of American Marketing Association at FSU
* Vice President of External Affairs of Phi Mu
	+ Executed monthly event planning for 350+ guests on a $50k annual budget, managing both creative and logistical aspects by coordinating venues, vendors, contracts, event themes, and campaigns.