

Courtney Freitag

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Education

1997 BA California State University, Chico
Journalism, News-Editorial
Minor: English

Professional Experience

Marketing and Communications Manager, Gretchen Swanson Center for Nutrition (GSCN)
Portland, OR (remote) | February 2023 – Present

- Develop and execute the marketing strategy (branding, design, public relations and external communication)
- Lead design of project deliverables, including reports and infographics
- Manage the design, content development and production of all marketing collateral
- Oversee digital marketing presence (website, social media, e-newsletters, SEO)
- Serve in a supervisory role for Marketing and Communications Associate(s), Communications Design Associate(s) and Marketing Intern(s)
- Support media relations
- Support new business opportunities and serve as a representative at appropriate events

Freelance Creative Director

Portland, OR | August 2002 – February 2023

- Brand strategy, identity design, social media content planning to support overall brand goals
- Copy editing and writing for publication, social media and newsletters
- Facilitated webinars and live events about brand strategy, messaging and B2B marketing
- Developed on-brand social media content plans, strategies and measurement tools
- Graphic design including print and digital to build, elevate and maintain brand awareness

Founder and Publisher, Spectrums Magazine

Portland, OR | March 2013 – June 2016

- Development and launch of Portland's only print magazine for the autism community
- Oversaw all marketing, sales, operations, social media and design
- Article writing, copy editing and researching
- Editorial and social media calendar management
- Increased dialogue, understanding and community for those on the autism spectrum

Marketing and Communications Specialist, Parks Foundation of Clark County
Vancouver, WA | 2012 – 2014

- Website management, updates and design
- Development of print and digital marketing materials including advertising, annual reports and social media
- Marketing liaison to committees and external partners
- Advertising and media relations to enhance the parks and trails of Clark County, Washington

Marketing and Communications Specialist, Oregon Health Network
Lake Oswego, OR | 2010 - 2012

- Board and committee communications, reports and writing
- Marketing for FCC grant-funded health information technology network in Oregon
- Website maintenance and design
- Information graphics and reports
- Tradeshow booth design and marketing collateral

Graphic Designer, Knowledge Learning Corporation
Portland, OR | 2004 – 2006

- Internal creative services department handling design, advertising, corporate communications and education training materials for international clients
- Supported C-level management with brochures, infographics, art direction, trade show booth design, newsletter, and more

Honors, Awards, and Professional Associations

Honors and Awards

2013 Mental Health Hero, Trillium Family Services (Portland, OR)
1998 Oregon Newspaper Publishers Association, Best Lifestyle Reporting