



# COURTNEY KEEN

CREATIVE  
COMMUNICATIONS

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## CONTACT

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 @courtkeen

## PROFILE

I am an authentic communicator with 10+ years of nonprofit experience in the US and abroad. From humanitarian crises in Nepal, Myanmar, and Vanuatu to community engagement efforts in the States, I use my love for writing and creative storytelling to connect people and inspire them to act.

## EXPERIENCE

**DIRECTOR OF MEMBER COMMUNICATIONS** | FEB 2018 - PRESENT  
**CONTENT PRODUCER** | MAY 2016 - FEB 2018  
YMCA OF MIDDLE TENNESSEE, NASHVILLE

- Create digital media (blogs, articles, brochures, etc. ) to drive engagement with key audiences
- Lead a team in email communication to 180,000+ members
- Develop strategy for and lead social media efforts

### WRITER

SAMARITAN'S PURSE INT'L RELIEF, NC | JAN 2013 - FEB 2016

- Deployed to global crises to lead comms on the ground
- Collaborated with Asia field offices to produce print, web, and social media content
- Created new marketing features, such as a cartoon and an interactive poem, to showcase projects around the world

### DEVELOPMENT & COMMUNICATIONS ASSOCIATE

THE FAMILY CENTER, NYC | APR 2011 - JAN 2013

- Won grants from Macy's, Broadway Cares, and other private funders
- Wrote marketing content for print materials and web
- Executed major fundraising events; lead volunteers

### DEVELOPMENT & COMMUNICATIONS COORDINATOR

CHRIST PRESBYTERIAN ACADEMY, TN | SEPT 2007 - SEPT 2010

- Spearheaded alumni program as the first long-term liaison for nearly 1,000 graduates
- Crafted appeals and marketing materials
- Collaborated on communications for \$8-million campaign

## EDUCATION

### BACHELOR OF ARTS, MAJOR IN JOURNALISM

SAMFORD UNIVERSITY | 2002 - 2006

GPA: 3.9

## SKILLS

- Social media
- Long and short form storytelling
- Content strategy
- Photojournalism
- Taking initiative
- Decision-making

## PERSONAL HIGHLIGHTS

### DEVELOPING & MAINTAINING A MICROSITE (YMCATHRIVE.COM)

YMCA OF MIDDLE TENNESSEE, MAY 2016-CURRENT

### CAMBODIA MATERNAL CHILD HEALTH WEB CAMPAIGN

LEAD WRITER

SAMARITAN'S PURSE, MAR 2014

### NEPAL EARTHQUAKE RESPONSE

COMMUNICATIONS LEADER IN COUNTRY

SAMARITAN'S PURSE, APR & JULY 2015, JAN 2016