

# Courtney Craig

(215) 480-0905 | court.c2260@gmail.com | Pittsburgh, PA

## PROFILE

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Future public relations professional with experience in social media content creation, PR writing, and digital photography. Strong multitasker and communicator who is passionate about the sports and entertainment industry.

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## SKILLS

- Strong written and verbal communication
  - Great attention to detail
  - Adobe Illustrator
  - Digital content development
  - Digital photography
  - Adobe InDesign
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## EDUCATION

**Point Park University, Pittsburgh, PA** — B.A. Public Relations and Advertising, Minor in Sports, Arts, Entertainment, and Music Business  
August 2021 - May 2025

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## EXPERIENCE

**KDKA-TV/CBS Pittsburgh**  
*Creative Services Intern*

**November 2023-April 2024**

- Assisted with the production of the lifestyle morning show *Pittsburgh Today Live*.
  - Constructed 10+ opener topics and segments for the hosts to discuss at the top of the show, along with games for them to play with the show's guests.
  - Contacted and organized 10+ restaurants and small businesses to showcase their food on the show's weekly "Taste it Tuesday" segments.
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**Pittsburgh Playhouse**  
*Social Media/TikTok*

**February 2024 - April 2024**

- Shot, edited, and posted over 30+ videos of content to be displayed on the Pittsburgh Playhouse TikTok page.
- Contacted, met, and shot with over 10+ students to promote the Playhouse show they were a part of.

- Increased the Playhouse's daily engagement, and grew following in 3 months by 525%. (80→500)

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**Katie's Clay Studio**  
*Student (Account Executive)*

**October 2023 - January 2024**

- Created a campaign for the pottery studio, Katie's Clay Studio to help achieve better website readability and to encourage students to attend her open studio.
- Distributed information from client to the student research, writing, and design teams as account executive.
- Helped coordinate the presentation book and conduct the final presentation to the client.

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**Pittsburgh Opera**  
*Student Ambassador*

**September 2023 - April 2024**

- Distributed over 15+ promotional materials around my university's campus.
- Attended the company's networking events.
- Brought awareness to/instructed students to use the company's cheap seats program.