

COURTNEY KOTLOSKI

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SUMMARY

Writer and communication strategist with 20+ years' experience in corporate, agency and boutique settings. A unique mix of highly creative performing arts and disciplined internal/external corporate communication and video experience. Positive leader who empowers others. Published author who coaches and consults with businesses to improve their bottom line. Mentor to writers of all ages.

Core Competencies:

Content Management	Creative Writing	Video
Content/Communication Strategy	Editing	Social Media
Copywriting	Playwriting/Scripts	Web Content/Site Mapping

PROFESSIONAL EXPERIENCE

MARIE DANIEL GROUP, Chicago, IL

2019 -

Director of Content & Communication (Founder/Partner)

- Lead creative strategist and director of content/communications drafting creative concepts and copy for all projects and initiatives including video, animation, print collateral, web, and digital/social media
- Lead communication strategist and sole writer for multiple brands and business sectors including healthcare, real estate, banking, recruitment, pharmaceuticals, education, fitness, construction, and non-profit organizations

ABBVIE, North Chicago, IL

2009 - 2019

**AbbVie is formerly Abbott Laboratories*

Director of Content Strategy, (AbbVie 2014 - 2019)

- Lead creative strategist and director of writing team for AbbVie's internal agency
- Writer and strategist for multiple change management initiatives
- Conceived and created internal and external communication campaigns for AbbVie's global Corporate/PR, Research and Development, and Commercial businesses (web, video, print collateral, and creative strategy)
- Worked alongside c-level executives to devise strategy, communication plans, and tactics for hundreds of initiatives

Senior Content Writer (Abbott Laboratories 2011 - 2014)

- Lead writer for Abbott's in-house creative agency
- Worked closely with designers, art directors and creative directors to conceptualize and create compelling campaigns

Senior Marketing Specialist (Abbott Laboratories 2009-2011)

- Responsible for global marketing promotions and advertising development
- Coordinated tradeshow materials, brand videos, and booth construction
- Developed concepts and wrote Abbott Animal Health communications, marketing materials, catalogues, and programs

SPRI FITNESS, Libertyville, IL

2005 - 2009

Lead Copywriter

- Wrote all copy for SPRI professional fitness products (instructional and consumers product videos)
- Worked with business development and CEO to facilitate new product implementation and catalog copy
- Developed content and organized tradeshow content for medical, consumer and retail divisions

SECOND STORY CHICAGO, Chicago, IL

2000 -

Founder/Resident Playwright

- Founder of Second Story, Chicago
- Author/Playwright: Being 11, Cordless, Delores Dogan, and A.D.D. (Chicago, LA, New York showings)
- Creator and writer for the Stories of Care Giving with Northwestern Memorial Hospital, Chicago

EDUCATION

MIAMI UNIVERSITY, Oxford, OH

BFA: Theatre & Creative Writing

Additional Creative Achievements

- Author Titles: Addison the Light Catcher, Ken the Keeper, Will It, From Malena with Love, and The Ladybug Club
- Achieved number one new release in special needs children's books: Addison the Light Catcher
- Improv Instructor: Improv playhouse instructor (creator of Acting Conservatory for Teens, ACT, Libertyville, IL)
- Writer in Residence for Marcy Elementary 2020 (Blue Ribbon School)
- Writer/Creative Director for Amaze Light Festival stage show (Rosemont, Chicago, New York/Queens)
- SAG/AFTRA actor with appearances on Chicago Fire/NBC, and feature film, The Hairy Ape
- Performer/AEA: Goodman Theatre, Steppenwolf Theatre, and The Edinburgh Fringe Festival