

Courtney Fraser
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Objective

To address business and non-profit marketing and promotional needs by using events, outreach and media to educate, connect and engage the local community. Numerous grants and RFP recipient for local and regional projects including Southwest Florida Fresh (www.swflfresh.com) and Visit Florida.

Qualifications

- Community Outreach & Events
- Program Creation
- Grant writing & administration
- Public Speaking
- Graphic Design, Media and Production
- Teaching

Local Food and Farming Experience

- Extensive knowledge of local Lee County food systems and economy
- Own and operate a 5-acre family farm (The Lazy F)
- Relationships with in the local farm community
- Offer tours visiting local food producers

Employment

Gulf Coast Humane Society

June 2021 - March 2022

Development and Events Coordinator www.gulfcoasthumanesociety.org

Working as part of GCHS's management team to support and promote its mission of increased animal welfare in the SWFL region through fundraising and events.

- Planned and executed fundraising events for established animal welfare non-profit.
- Created social media campaigns to promote giving and awareness about the shelter's mission.
- Engaged in community outreach through public relations, in-person and virtual events.
- Produced social media content across multiple platforms and developed unique and creative ideas to attract donors.

Pups & Patriots - Bingo Scavenger Hunt & Pub Crawl in cooperation with the Brotherhood of Heroes and Downtown Community support

Barks giving Donation Event - Community outreach and donation collection with multiple businesses at Rural King
Kennel Makeover Shelter Edition - Raised community awareness and highlighted longer-term animals at the shelter

Eat Local Lee

June 2017 – Present

Founder & Agritourism Outreach & Events Coordinator www.eatlocallee.org

Eat Local Lee supports the creation of food pathways by linking local producers to consumers through the establishment of urban food hubs, promoting social enterprise and restaurants that incorporate local, sustainable, seasonal food into their menus and the bringing together of institutions, non profit and government entities to provide fresh, local and fair food for everyone

Accomplishments:

- Winner of the 2018 Chrysalis Award for Business Tourism Leadership
- Wrote and received a \$12,500 Tourism Development Grant
- Created, obtained support and executed the following events to increase awareness and facilitate connections between residents, local businesses and farmers with the purpose creating a secure local food system.
 - o Forks Meet Knives: a free event introducing chefs and farmers.
 - o Eat Local Lee Rock" a rock painting event open to the public
 - o Passport to the Farms Poker Run: involving over 70 riders visiting 4 local farms.

ICARE – Institute for Culinary Awareness Research & Education

October 2012 – Present

Founder & Media and Marketing Director www.icare4food.org

ICARE is an established local food advocate, having created the curriculum currently being used by Goodwill Industries in Pine Manor and to promote the benefits of understanding culinary arts, agriculture and nutrition to underserved populations.

Accomplishments:

- Design and maintain website and social media, PSA's, event coordination, fund-raising, and promotional materials.
- Created and executed the following events to increase awareness and obtain funding
 - o 2-day Eco-Fair and Kick Off event to raise awareness and funding.
 - o Poker Run to benefit the Veteran's Foundation (IAVF.org)

Spokesgoddess Productions

1995 – Present

Owner/Operator www.spokesgoddess.com**Sun Broadcasting**

September 2011 – September 2012

On-air personality

Connecticut School of Broadcasting

July 2010- August 2011

Instructor, Doral, FL

Clear Channel Communications

July 2004 – November 2007

On-air personality

Skills

Microsoft Office: Word, Excel, PowerPoint, Access

Website design software: Wix, Weebly, GoDaddy

Effective social media marketing: Facebook, Instagram, Twitter, LinkedIn, TikTok

Organizations

Secretary for Slow Food SWFL

Member of Lee County Sustainability Task Force

Prior Member of the Florida Food Policy Council

Member of Visit Florida

Testimonials

Roy Beckford, County Extension Director, UF/IFAS "...with relevance to your application for grant funding for the Eat Local Lee County program initiatives, we believe it is in our interest to provide collaborative support...and are delighted that ICARE has decided to support our mission..."

Peter L. Keting, CBA, CGBP, SBDC at Florida Gulf Coast University "Courtney is a dedicated individual who will make this project a model for other Counties within Florida and other States. She already has the experience of working with her husband to implement an educational curriculum that will emphasize community culinary awareness, research & education. She has my unqualified support and encouragement to forge ahead with her community project."

Michael D. Miller, Director Learning Programs, TYCO International "Courtney is also a top choice for our producers. She is a complete professional. On special projects she is happy to take direction, but for the most part, given the background on a project...she'll take a script and turn it into files ready for integration. And she does it very rapidly. I'm pleased to recommend her..."