

Courtney Fraser

Fort Myers, FL · +1 954 647 9237 · spokesgoddess@gmail.com · [linkedin.com/in/launchlady](https://www.linkedin.com/in/launchlady)

Regional Marketing Leader | Community Engagement Strategist | Brand Activation Expert

Dynamic marketing professional with 25+ years of experience driving regional campaigns, leading cross-functional teams, and executing high-impact events across diverse industries. Proven ability to translate national strategy into local success through grassroots initiatives, digital innovation, and community partnerships. Adept at building brand love and delivering measurable outcomes.

Professional Experience

Launch Lady, LLC — *Founder & Regional Marketing Strategist*

Fort Myers, FL | Dec 2020 – Present

- Spearheaded regional brand activations across construction, hospitality, and nonprofit sectors, aligning local execution with broader strategic goals
- Built collaborative partnerships with businesses and community leaders to deliver high-impact events that deepened brand loyalty and consumer engagement
- Led digital transformation efforts, achieving top keyword rankings within 3 months through SEO, social media, and Google Business optimization
- Designed and executed trade show branding strategies that elevated visibility and drove lead generation

Eat Local Lee — *Media & Marketing Manager*

Fort Myers, FL | Jun 2017 – Present

- Directed regional marketing initiatives promoting local food systems, winning the 2018 Chrysalis Award for Business Tourism Leadership
- Secured \$35K+ in tourism grants to launch Lee County's first farm and market directory, including a mobile app and print guide
- Orchestrated large-scale community events connecting residents with local producers, enhancing brand awareness and regional economic impact
- Partnered with schools and health organizations to distribute educational materials to 90K+ families, reinforcing brand mission and outreach

Renda Media Corporation — *Marketing Director*

Bonita Springs, FL | Jun 2024 – Aug 2025

- Led regional marketing campaigns across multiple radio stations, integrating digital, social, and traditional media to drive listener engagement
- Developed sponsorship programs generating \$300K+ annually in non-traditional revenue
- Increased email marketing reach by 133% and maintained consistent brand messaging through newsletters and promotional materials

Black Wolf Homes — *Office Manager, Permitting & Marketing*
Fort Myers, FL | Oct 2022 – Dec 2023

- Launched full-scale marketing campaigns across digital and traditional platforms, propelling the company to #1 in targeted keyword searches
- Designed all branding materials and built the company's web and social media presence from the ground up
- Streamlined permitting and operational workflows, improving efficiency and customer satisfaction

Gulf Coast Humane Society — *Development & Events Coordinator*
Fort Myers, FL | Jun 2021 – Mar 2022

- Planned and executed fundraising events and community outreach initiatives to support animal welfare
- Created multi-platform social media campaigns to boost donor engagement and public awareness
- Collaborated with local organizations to produce high-impact events including Barksgiving, Pups & Patriots, and Kennel Makeover

Education

University of California, Santa Barbara — College of Creative Studies
Creative Arts | Sep 1988 – Apr 1990

Arts Magnet at Booker T. Washington — Visual Arts
High School Diploma | Sep 1984 – May 1986

Certifications

- Foundations of Digital Marketing and E-Commerce (2025–Present)
- Certified Radio Marketing Consultant (2024–Present)
- Florida Health & Life Insurance License 2-15 (2020–2022)
- Certified Notary Public

Skills

Strategic Marketing · Event Planning & Execution · Community Outreach · Brand Development · Sponsorship Activation · SEO & SEM · Social Media Strategy · Email Marketing · Graphic Design · CRM Platforms · Public Speaking · Grant Writing · Adobe Creative Suite · Google Analytics · WordPress · Wix · Canva Pro · Copywriting · Media Relations · Team Leadership · Project Management