

# Courtney (Quart) Hellendrung

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## Head of Marketing • Marketing Manager

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### Brand Strategy | Content Marketing | Campaign Management

Results-driven Head of Marketing with 8+ years of experience building brands and scaling growth across diverse industries. Known for blending big-picture strategy with hands-on execution, with a background in graphic design that brings a rare creative edge to brand positioning, storytelling, and campaign development. Experienced in leading teams, owning full-funnel campaigns, and building relationships with influencers, media, and key partners. Brings the vision of a strategist and the instincts of a creative, a rare full-stack marketer who can lead, build, and deliver.

## Work Experience

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### Head of Marketing - Rank Really High

01/2024 - PRESENT

Built and led the company's marketing function, establishing strategy, systems, and creative direction across all channels.

- Architected the company's full marketing infrastructure, including CRM clean-up, automated workflows, and campaign follow-up sequences, creating the foundation to track and scale growth.
- Grew social media following by over 100% through consistent content strategy, community engagement, and brand storytelling
- Drove a 2x increase in form submissions from interested contacts year-over-year, reflecting sustained growth in brand awareness and inbound demand
- Launched lead generation program through gated educational content and workbooks, converting organic traffic into a measurable pipeline of qualified prospects
- Developed and scaled an email newsletter and campaign program, growing the subscriber base and driving consistent audience engagement month over month
- Executed 3 strategic partnership campaigns, expanding brand reach and generating co-branded visibility with aligned partners
- Owned all content strategy including blog, social, and educational resources, positioning the brand as a credible voice in the space

### Marketing Consultant & Creative Director - RTQ Creative (Freelance)

2018 - 2024

Independent marketing and creative consultancy serving 50+ clients across lifestyle, health, finance, insurance, and beyond, delivering strategy, design, and content under one roof.

- Developed brand identities, marketing materials, and campaign assets across digital and print for a diverse roster of clients across multiple industries.
- Produced and edited podcast and video content driving measurable growth in viewership and subscriber engagement.

- Created high-converting decks, workbooks, and educational materials for international conferences and brand campaigns.
- Collaborated with brands on UGC and social content strategies aligned with campaign goals and audience growth.

### **Marketing & Graphic Design Lead - Rocket Clicks**

2020 - 2023

Led creative strategy and marketing execution at a full-service digital agency, managing design, campaigns, and cross-functional teams across B2B and B2C clients.

- Led a cross-functional marketing team of 4, overseeing campaign development, creative direction, and strategic execution.
- Collaborated on creative strategy for 4–6 national conferences, contributing to a 4:1 average event ROI and boosting booth traffic by 55% through experiential marketing and brand activations.
- Designed landing pages, audience funnels, and data capture experiences using UI/UX principles to drive conversions.
- Managed 6+ concurrent projects across digital and print, consistently delivering within tight deadlines and client-specific requirements.

### **Designer of Digital Marketing - Fashion Angels**

2018

- Managed and created content across 11 social media accounts, writing copy for ads, blog posts, and campaigns.
- Designed assets for print, web, email, social media, and in-store displays.
- Launched and managed influencer program, building relationships and designing branded promotional boxes to drive awareness.
- Tracked analytics, engagement, follower growth, and ROI across paid and organic social campaigns.

## **Education**

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### **Milwaukee Institute of Art and Design**

Bachelor of Fine Arts - Illustration & Photography - Minor in Communication Design

## **Professional Skills**

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- Brand Strategy & Positioning | Campaign Management | Content Marketing | Lead Generation
- Email Marketing | Social Media Management | Influencer Marketing | Partnership Development
- Graphic Design | Video Production | UI/UX | Adobe Creative Suite
- CRM Systems | Marketing Analytics | Workflow Development | Project Management
- Strong communicator and cross-functional leader with a track record of building teams and marketing departments from the ground up