

# Courtney Allen

Eldon, MO 65026 (Willing to Relocate) | (573) 200-3162 | sevolyentruoc@gmail.com

## PROFESSIONAL SUMMARY

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Results-driven Marketing Manager and Digital Brand Strategist with 15 plus years of experience leading high impact marketing across multiple brands simultaneously. Currently oversee the full marketing operations for Dunn Enterprises including TheRaceShop.com, Dunn and Associates Real Estate, Dunn Property Management, Sonic Summer Nights, and the 24/7 Fitness brand launch. Expert in building and scaling brands from the ground up, executing data backed content strategies, and managing complete digital ecosystems across social media, websites, email, paid advertising, and multimedia production.

Skilled in graphic design, photography, videography, copywriting, and campaign development with a strong ability to create content that converts and resonates with diverse audiences. Proven success increasing engagement, improving lead quality, optimizing funnels, and driving measurable revenue growth across multiple businesses. Highly proficient in Adobe Creative Suite, Meta Business Suite, Google Analytics, SEO, social scheduling platforms, and automation tools. Recognized for transforming brand presence, developing unified marketing systems, and delivering consistent results across real estate, automotive, fitness, and community event sectors.

## CORE COMPETENCIES

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- Digital Marketing Strategy
- Brand Development & Multi Brand Management
- Social Media Management
- Content Creation & Creative Direction
- Email Marketing & Automation
- Analytics Tracking & Performance Reporting
- Graphic Design & Visual Storytelling
- Photography & Videography Production
- Search Engine Optimization (SEO)
  - A/B Testing
- Website Management & UX Optimization
- Campaign Development & Lead Generation
- Project & Workflow Management
- Team Leadership & Cross Department Collaboration

## WORK EXPERIENCE

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**Dunn Enterprises** | Lake of the Ozarks, MO  
*Director of Marketing*

December 2024 to Present

*Dunn Enterprises is a multi-business organization that includes TheRaceShop.com, Dunn and Associates Real Estate, Dunn Property Management, Sonic Summer Nights, and the 24/7 Fitness brand. As Director of Marketing, I oversee all strategic marketing operations, brand direction, digital growth, creative production, and cross brand alignment for every division under the Dunn umbrella.*

- Provide executive level leadership for all marketing initiatives across multiple brands, creating unified strategies that strengthen visibility, audience engagement, and revenue growth
- Develop and manage comprehensive brand systems including visual identity, messaging, communication guidelines, and multi platform marketing frameworks
- Direct all social media, digital campaigns, paid advertising, content pipelines, and audience growth strategies for automotive, real estate, fitness, and community event sectors
- Lead the full creative production process including photography, videography, design, messaging, and storytelling for each business unit
- Oversee all website development and optimization efforts including UX improvements, lead capture systems, SEO, event pages, and brand specific domains

- Manage the strategic marketing launch of 24/7 Fitness including brand identity, membership campaigns, digital ad structure, on site signage, and community outreach
- Build and maintain data driven marketing systems that track performance, identify growth opportunities, optimize conversions, and increase operational efficiency across all businesses
- Lead the marketing for TheRaceShop.com including listing media production, SEO optimized descriptions, Dealer Accelerate management, financing and layaway messaging, YouTube content direction, and national reach strategies
- Direct real estate marketing operations for Dunn and Associates including listing media, long form educational content, agent branding, community marketing, and reputation growth
- Oversee Dunn Property Management brand strategy including rental listing media, community rapport, reputation management, and marketing materials for new developments
- Serve as Executive Creative Director for major events including Sonic Summer Nights, HolleyWeen, and The Hometown Holiday Throwdown, developing event branding, promotion, digital campaigns, and community engagement
- Implement marketing systems that support cross department communication, streamline workflows, reduce production time, and maintain brand consistency across multiple teams
- Collaborate directly with ownership on strategic planning, business development, brand expansion, and long term marketing structure for all current and emerging business ventures
- Manage video production schedules, direct shoots, oversee editing timelines, and coordinate final delivery for all visual assets across multiple platforms and business categories

**MLHRX LLC** | Eldon, MO  
*Director/Marketing Manager*

April 2023– December 2024

*MLHRX LLC, a company encompassing several healthcare businesses in Eldon, MO, fosters a unique leadership structure for its weight loss clinic, Vitality Medical Group. In this dual role, the Director oversees all aspects of Vitality Medical Group while also spearheading marketing efforts for the entire MLHRX umbrella, including Eldon Drug Co (pharmacy), Eldon Drug Medical Equipment, and Eldon Drug Compounding.*

- Spearheaded comprehensive marketing strategies for multiple businesses under the LLC, overseeing and creating social media content, website development, and lead source optimization.
- Successfully executed branding and rebranding initiatives, enhancing companies' market presence and visibility.
- Cultivated and maintained strong client relationships, ensuring satisfaction and loyalty.
- Collaborated with partners and associate providers to develop mutually beneficial initiatives and projects.
- Expanded exposure of companies to new target demographics, strategically entering and capturing untapped markets.
- Implemented efficient systems and processes to enhance clinic productivity and service quality.
- Identified and pursued opportunities for business growth, driving revenue and market share expansion.
- Developed and implemented innovative strategies to expose companies to new brackets of people and diverse customer segments.
- Implemented data-driven decision-making processes for continuous improvement.
- Led and motivated a team of professionals, fostering a collaborative and results-driven work environment.
- Provided guidance and mentorship to team members to enhance skills and capabilities.
- Established Vitality Medical Group from the ground up, positioning it as a leading provider of weight loss solutions in the area.
- Leverages marketing expertise to develop and implement comprehensive strategies that enhance brand awareness and acquisition across all MLHRX LLC businesses.
- Oversees day-to-day operations at Vitality Medical Group, ensuring smooth workflow and optimal patient experiences.
- Leads a team of healthcare professionals within Vitality Medical Group, fostering a collaborative and results-driven environment.

- Collaborates with medical providers to develop and implement effective weight loss programs utilizing injectable medications (Tirzepatide, Semaglutide), vitamin injections, and weight loss supplements.
- Identifies and pursues opportunities for business growth within Vitality Medical Group, expanding patient base and revenue streams.
- Tracks and analyzes key performance indicators (KPIs) to measure the success of both marketing campaigns and clinic operations, employing data-driven decision-making for continuous improvement.

**Jacobs Real Estate Partners - Powered By Exp Realty | Lake Ozark, MO**

Aug 2015 – April 2023

*Chief Marketing Manager*

- Responsible for setting and achieving strategic goals related to social media metrics, television advertising, and marketing campaign initiatives
- Design and improve marketing campaigns for each aspect of the company with a focus on continuous improvement to site traffic and consumer engagement
- Negotiate compensation and project details for outside contractors related to marketing and promotions while monitoring their performance to ensure the accuracy of brand vision and content messaging
- Create and propagate an enthusiastic brand message that will resonate with the target demographic
- Follow up with franchisees on daily reports, social media strategies, and other marketing program components
- Oversee the customer operations department, responsible for managing all social media channels including Facebook, Instagram, and email campaigns
- Research market trends and competitor analytics to identify areas to implement initiatives to maximize ROI
- Lead project management tracking for marketing campaigns to ensure project deliverables are met within budgets
- Manage the digital marketing calendar to maintain a consistent posting strategy to maintain consumer attention

**Divine Moments Photography**

May 2012 – Present

*Owner*

- Owner and photographer of Divine Moments Photography serving the Midwest area
- Serve as the creative force behind all on-site photography
- Define and recommend detailed solutions for customer photography needs
- Responsible for setting up and maintaining all photography equipment, gear, lights, and multiple camera operations
- Schedule and maintain all customer appointments, contracts, and processes
- Utilize Adobe software to create memorable photographs for clients
- Create and customize promotional packets and press distribution as well as oversee customer billing and accounts
- Generate new income by utilizing social media and online platforms to implement marketing and portfolio strategies
- Photography work featured in Missouri Magazine, Shutter Magazine, and more
- A multi-time nominee in best of the Lake, and Best of Missouri awards
- [www.divinemomentsmissouri.com](http://www.divinemomentsmissouri.com)

**RE/MAX Lake of the Ozarks | Osage Beach, MO**

Aug 2015 – Jan 2018

*Marketing Manager*

- Responsible for managing marketing, advertising, promotional items, and activities for Jacobs Real Estate Partners
- Takes steps to measure, enhance, and enrich the company and its image of the company through various goals, and objectives, including but not limited to, outgoing mail, website design /maintenance, social media marketing/ maintenance, SEO marketing, and other administrative marketing and office properties as well

**Southwest Animal Hospital**

May 2013 – May 2015

*Marketing / Reception*

- Handled scheduling of appointments, gathering patient history upon arrival, and checking the current status of vaccines
- Developed medical charts and entered data into the Avimark Computer System (E-file)
- Handled all media and public relations inquiries
- Managed the receptionist area, including greeting visitors and responding to telephone and in-person requests
- Marketed all upcoming sales events, tracked and logged all current, new, and targeted new clients
- Oversaw all social media outlets, maintained website, made flyers and online marketing strategies for targeted clients

## EDUCATION

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### **Eldon Career Center**

*Photography & Business Administration*

*Graphic Design*

### **State Fair Community College -AA**

*Associates of Art and Business Administration*

### **Lincoln University – BA**

*BA in Marketing & Advertising*

*With specialty classes in Photography / Graphic Design / Web Design*

## TECHNICAL SKILLS

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### **Marketing Platforms and Analytics**

Meta Business Suite, Advanced Meta Ads, Google Analytics, Adobe Analytics, SEO tools, CRM analytics, KPI tracking, A/B testing, CRO methods, heat mapping tools

### **Creative Software and Design**

Adobe Creative Suite including Photoshop, Illustrator, InDesign, Premiere, After Effects, Acrobat, Canva, Figma, DaVinci Resolve, full photography and videography production capability

### **Digital Advertising and Automation**

Google Ads, Meta Ads, PPC strategy, retargeting, lead generation funnels, email automation, API based integrations, Zapier, IFTTT

### **Content and Social Media Systems**

Expert level content creation, social media management across Facebook, TikTok, Instagram, YouTube, Google Business, storytelling development, video long form and short form production

### **Website and Platform Management**

Wix certified, WordPress, Dealer Accelerate, Shopify POS for onsite merchandise, KVCore, IDX pages, onsite UX improvements, landing page creation, SEO structure, optimization strategies

### **CRM and Operational Tools**

HubSpot, Salesforce, KVCore, Google Workspace, Microsoft Office Suite, DocuSign, Mailchimp, Asana, Trello, Google Meet, Zoom, project pipeline management

### **Additional Expertise**

Photography, videography, branding systems, digital marketing strategy, workflow automation, cross team communication systems, presentation design, internal operations documentation

## Volunteering

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### **Cheerleading Coach**

Upward Sports, Inc. Upward Sports, Inc.

**Jan 2015 - 2021**

A youth cheerleading program designed to provide a positive and supportive environment for children to learn and develop their cheerleading skills. It is part of the larger Upward Sports organization, **Upward Sports**

is a significant youth sports organization with a broad reach. While specific numbers can vary, it's estimated that the program serves **millions of children** across the United States.

### **The Baby Grace Foundation**

Distribution Specialist

**Jan 2017 - Present**

The Baby Grace Foundation is a non-profit organization based in Kearney, Missouri that provides resources, support, and development to families with young children.

They offer various programs and services to help families in need, such as diaper and clothing distribution, parenting education, and support groups. Their mission is to empower young families and spread love and grace in their communities.

### ***American Foundation for Suicide Prevention***

Suicide Support Group Facilitator

**Apr 2024 - Present**

Dedicated to providing compassionate support and resources to individuals impacted by suicide. As a trained facilitator/survivor with the American Foundation for Suicide Prevention (AFSP), I create a safe and empathetic space for group members to share their experiences, coping strategies, and grief. With a deep understanding of suicide prevention, mental health, and crisis intervention, I facilitate open dialogue, foster connection, and empower individuals on their healing journey. Committed to reducing stigma and promoting mental well-being, I contribute to AFSP's mission of saving lives and bringing hope to those affected by suicide.

### ***Volunteer Designer & Advocate***

Lake of the Ozarks Stop Human Trafficking Coalition

**Jan 2024 - Present**

As a volunteer designer and advocate for the Lake of the Ozarks Stop Human Trafficking Coalition, I contribute to the organization's efforts to raise awareness about human trafficking and provide resources to survivors. My responsibilities include designing graphics and handouts for coalition events and materials, creating educational handbooks and workbooks, and distributing informational cards to the community. Additionally, I actively support survivors by assisting with transportation to safe havens and providing other necessary support. My commitment to this cause is driven by a desire to make a positive impact and help those affected by this serious issue.

### ***Additional Volunteer Work***

Provide ongoing volunteer support across the Lake of the Ozarks region through community event assistance, design contributions, and resource coordination. Actively participate in local initiatives including trunk or treat events, holiday programs, small business promotions, and awareness campaigns. Contribute photography, graphic design, social media promotion, and hands-on support to strengthen community engagement and uplift local organizations and families in need.

## **ADDITIONAL INFORMATION & PORTFOLIO**

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- <http://DivineMomentsMissouri.com> - Photography Website
- [TheRaceShop.com](http://TheRaceShop.com) - Example of co - created website
- [DpmEldon.com](http://DpmEldon.com) - Example of created website
- [247Eldon.com](http://247Eldon.com) - Example of created website
- <http://GoToJacobs.com> - Example of created website
- [VitalityMedMo.com](http://VitalityMedMo.com) - Example of created website
- [EldonDrugCo.com](http://EldonDrugCo.com) - Example of created website
- <https://www.hairartstudioco.com/> -Example of created website
- <https://divinemomentsmissouri.wixsite.com/courtneyallenportfolio> - **Please see my professional portfolio**