

# Courtney L Allen

Eldon, Missouri | Open to Relocation and Remote  
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## PROFESSIONAL SUMMARY

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Marketing Director and Growth Executive with 15+ years leading multi-brand marketing operations across real estate, healthcare, automotive, fitness, and service-based organizations. Proven track record of building marketing infrastructure from the ground up, launching new ventures, scaling digital ecosystems, and aligning brand strategy directly to revenue growth. Trusted partner to ownership with accountability for strategy, performance reporting, and cross-functional leadership. Known for turning fragmented marketing into unified, data-driven systems that strengthen positioning and drive measurable business performance.

## CORE COMPETENCIES

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Multi-Brand Marketing Leadership | Brand Strategy and Positioning | Growth Marketing and Acquisition  
Go-to-Market Strategy | Marketing Operations | Performance Analytics and KPI Reporting  
Budget Oversight | Team Leadership | Digital Ecosystem Development  
Vendor Management | Process and Workflow Optimization | Executive Communication

## WORK EXPERIENCE

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**A. Dunn Investments LLC** | Lake of the Ozarks, MO  
*Marketing Director*

December 2024 - December 2025

*Executive marketing leader overseeing strategic direction across a diversified portfolio including automotive retail, real estate brokerage, property management, fitness operations, and large-scale community brands. Reported directly to ownership with full authority over marketing strategy, execution, and performance reporting.*

- Architected and executed enterprise-wide marketing strategy across five operating brands, aligning positioning, acquisition channels, and growth initiatives with business expansion goals.
- Built TheRaceShop.com from concept to revenue-generating brand, developing identity, website infrastructure, national digital reach strategy, conversion-optimized listing systems, and financing-focused messaging.
- Directed full go-to-market strategy and brand launch for 24/7 Fitness, establishing brand architecture, membership acquisition systems, digital advertising structure, and local market penetration.
- Scaled Dunn & Associates Real Estate to 494,800 content interactions, driving 142.3% growth in profile visits and 59.3% increase in followers through structured content and audience strategy.
- Increased Dunn Property Management performance to 348,500 video views with 2000% growth in total watch time and 13,600% increase in one-minute views through analytics-driven content systems.
- Directed allocation of marketing investments across paid media, event sponsorships, vendor contracts, and production resources to maximize ROI.
- Established performance dashboards and executive reporting systems to provide ownership with structured visibility into acquisition, engagement, and growth metrics.
- Supervised marketing support personnel and aligned cross-department workflows to maintain brand consistency and operational efficiency across all divisions.
- Served as Executive Creative Director for major regional events including Sonic Summer Nights and flagship promotional campaigns, strengthening brand presence and community market authority.

*Senior leader overseeing integrated marketing strategy and operational management across a healthcare portfolio including Eldon Drug Co, Eldon Drug Medical Equipment, Eldon Drug Compounding, and Vitality Medical Group. Reported directly to ownership with authority across both marketing and clinic operations.*

- Built Vitality Medical Group from inception, designing operational systems, brand positioning, patient acquisition strategy, and digital infrastructure from the ground up.
- Directed marketing strategy across multiple regulated healthcare brands, ensuring compliance alignment while expanding visibility and market penetration.
- Led and mentored 3 direct reports across marketing and clinic operations, establishing structured workflows and performance accountability.
- Implemented KPI tracking and executive reporting dashboards to guide data-driven decision-making and continuous performance optimization.
- Oversaw day-to-day clinic operations, provider coordination, and staff alignment to improve patient experience, workflow efficiency, and retention.
- Identified and executed growth opportunities across service lines, expanding patient base and strengthening revenue channels.
- Standardized brand messaging and cross-platform marketing systems to unify communication across pharmacy, medical equipment, compounding, and weight management divisions.
- Managed allocation of marketing resources across digital advertising, website development, and campaign initiatives to maximize ROI.

*Senior marketing leader responsible for strategic direction, digital transformation, and brand growth through brokerage expansion and transition cycles, including affiliation shifts from RE/MAX to eXp Realty.*

- Directed long-term marketing strategy across all brokerage operations, aligning digital visibility, listing promotion, and recruiting initiatives with revenue growth objectives.
- Managed full marketing budget allocation across paid advertising, vendor contracts, and media placements to optimize ROI and operational efficiency.
- Supervised internal marketing personnel and coordinated external vendors, agencies, and contractors to maintain brand consistency and execution quality.
- Led website modernization, SEO strategy, IDX integration, and digital ecosystem development to strengthen online lead acquisition.
- Developed structured marketing calendars, campaign performance tracking systems, and analytics reporting frameworks to guide executive decision-making.
- Supported brokerage growth through targeted recruiting campaigns, brand messaging refinement, and multi-channel promotion strategies.
- Oversaw television advertising, social media growth, and digital engagement initiatives to expand regional brand authority and market presence.

## ENTREPRENEURIAL LEADERSHIP

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### *Founder*

#### **Courtney Lynn Marketing**

Dec 2025 – Present

*Strategic marketing advisory practice focused on brand positioning, growth strategy, and scalable marketing systems for small to mid-sized organizations.*

- Provide executive-level marketing guidance to business owners on brand architecture, digital growth strategy, and revenue-aligned campaign development.
- Develop structured marketing frameworks, performance reporting systems, and audience acquisition strategies tailored to multi-brand environments.
- Lead positioning, messaging, and digital infrastructure development to strengthen market differentiation and long-term growth.

### *Founder*

#### **Divine Moments Photography**

May 2012 – Present

*Built and scaled a regional creative services brand serving the Midwest market with full responsibility for marketing strategy, client acquisition systems, and operational management.*

- Developed and sustained a multi-channel digital ecosystem including website optimization, SEO strategy, automation systems, and referral pipelines.
- Implemented pricing models, brand positioning strategy, and lifecycle marketing processes to support consistent revenue growth.
- Recognized through regional media features and award nominations for brand visibility and market presence.

## EDUCATION

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Bachelor of Arts, Graphic Design and Marketing, Lincoln University of Missouri

Associate of Arts, Business Administration, State Fair Community College

Eldon Career Center, Photography and Business Administration

## TECHNICAL PROFICIENCIES

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Meta Ads | Google Ads | Google Analytics | CRM Reporting | KPI Dashboards | SEO Strategy | Adobe Creative Suite | Premiere Pro | DaVinci Resolve | Canva | WordPress | Wix | Shopify | Dealer Accelerate | KVCORE | IDX Platforms | Email Marketing Automation | Retargeting Strategy | Lead Funnels | Conversion Optimization | HubSpot | Salesforce | Asana | Trello | Google Workspace | Microsoft Office

## COMMUNITY LEADERSHIP

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Suicide Support Group Facilitator | American Foundation for Suicide Prevention | 2024 – Present

Volunteer Designer and Advocate | Lake of the Ozarks Stop Human Trafficking Coalition | 2024 – Present

Distribution Specialist | The Baby Grace Foundation | 2017 – Present

Cheerleading Coach | Upward Sports | 2015 – 2021

## SELECTED DIGITAL PORTFOLIO

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TheRaceShop.com

247Eldon.com

DpmEldon.com

VitalityMedMo.com

GoToJacobs.com

Expanded portfolio and case examples available upon request.