



COURTNEY PHILLIPS

MISS VIRGINIA FOR AMERICA 2020
MARKETING | PUBLIC RELATIONS | EMPOWERMENT

ABOUT COURTNEY

Courtney Phillips is a mental health advocate who created the outreach initiative Hope for Invisible Wounds to normalize help-seeking behavior for mental illness and substance abuse disorder by leveraging the power of storytelling.

EXPERTISE

- Marketing and Media Relations
- Strategic Planning
- Project Management
- Mentorship and Relationship Building
- Crisis Communications
- Public Health and Prevention Communications
- Executive Coaching
- Empowerment and Leadership Development
- Fundraising and Philanthropic Support

COMMUNITY SERVICE

Hope for Invisible Wounds, Founder
September 2018 - Present

National Alliance on Mental Illness, Ambassador
February 2021 - Present

Miss Virginia for America 2020 (Top 15 Miss for America), Mental Health and Substance Abuse Advocate & Spokesperson
July 2020 - May 2021

World Federation for Mental Health,
Mental Health Awareness Ambassador
October 2018 - December 2019

Mental Health America, Volunteer
January 2018 - January 2019

Mrs. DC International (Top 15 Mrs. International)
Mental Health and Substance Abuse Advocate & Spokesperson, October 2018 - October 2019

PROFESSIONAL SUMMARY

Strategic marketing, communications and public relations expert with over 15 years of experience across government, healthcare and corporate sectors focused on impact-based efforts.

Courtney has worked to develop STEM programs in low-income schools, enable expansions of a top cancer center, support outreach to invisibly wounded Airmen, manage media relations for sexual assault prevention for the DoD, run outreach initiatives to help prevent suicide in Veterans and currently manages a nationwide public health campaign to prevent terrorism.

She also is a life and empowerment coach who can help her clients find their purpose and determine their "why" to help achieve their ultimate goals.

CURRENT WORK EXPERIENCE

Marketing Consultant

ICF Next, June 2020 to Present

Project manager for the development of a nationwide public health outreach and educational campaign preventing target violence and terrorism for the U.S. Department of Homeland Security.

LIFE AND PAGEANT EMPOWERMENT COACH

Confidently Courtney, August 2019-Present

Empowering women and girls to identify their purpose and step confidently toward their goals in life -- both on and off the pageant stage. Offerings include: "Crowning Purpose™" for pageant preparation and "Purpose over Pain™" for life coaching.

EDUCATION

Texas A&M University

Master of Science, Marketing

Bachelor of Business Administration, Finance, International Business

- Study Abroad, Western Europe, International Marketing

National Social Marketing Centre

Level 4 Social Marketing Certification