

MARKETING AND COMMUNICATIONS MANAGER

## Courtney Cormican

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### OVERVIEW

Courtney Cormican is the Marketing and Communications Manager at Wigdor LLP. She oversees the firm's Marketing Department and collaborates with lawyers on strategic marketing and communications-based initiatives.

She has a deep bench of experience developing and implementing digital content campaigns, social media plans, web development, and executing communications strategies.

Prior, Courtney was the Associate Director of Marketing at McGraw-Hill where she oversaw the communications and marketing campaigns for their top clients in the business, education and medical fields. Her skills includes branding, team leadership, digital advertising, media relations, social media strategy, email marketing, lead generation, customer relationship management, web development and SEO and content creation.

## EDUCATION

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- B.A., Siena College