

Contact

cryuskis@yahoo.com

www.linkedin.com/in/courtneyyuskis (LinkedIn)
www.agriculture.com (Company)

Top Skills

Sustainability
Social Media
Public Relations

Courtney Yuskis

Director of Revenue at Meredith Agrimedia
Des Moines, Iowa

Summary

Results oriented, proven problem solver, excited by the opportunity to embrace new technologies and adapt for all levels of organizations. More than 16 years experience in project management, digital product management, sales development, outcomes-based marketing, and corporate relations.

Experience

Meredith Corporation
Director of Revenue
July 2018 - Present
Des Moines, Iowa Area

Meredith Corporation
Director Of Audience Development
July 2017 - July 2018 (1 year 1 month)
Des Moines, Iowa Area

Meredith Corporation
Digital Engagement Director
May 2014 - July 2017 (3 years 3 months)
Des Moines, Iowa Area

Serve as product manager for Successful Farming at Agriculture.com, working with an agile Drupal team to deliver both an exceptional user experience and superior advertising solutions.

Define the digital sales strategy for multiple special interest brands at Meredith Corporation and oversee the digital advertising operations team to ensure success across planning, execution, and reporting stages.

Charged with identifying new opportunities and best practices from Meredith Digital and non-endemic industries to grow digital audiences and develop best-in-class sales tactics. Examples include native solutions, programmatic

techniques, audience segmentation, non-linear video distribution channels, and experimentation with personalization.

Coordinate an annual digital summit for C-level attendees from clients and agencies that conduct digital business with Meredith Agrimedia. The objective is to expand digital horizons and encourage partners to explore both leading edge and proven digital techniques.

Woodward Crossfit, Crossfit Primal
Level 1 Certified Trainer, Certified Olympic Lifting Coach
June 2010 - June 2014 (4 years 1 month)
Austin, Texas; Des Moines, Iowa

Successful Farming
Sales Executive
June 2011 - May 2014 (3 years)
Des Moines, Iowa

Developed and managed cross-platform programs in tandem with Successful Farming editorial, designed to exceed client expectations, leading to an achievement of 33% over quota in my first 18 months. Continuously drove improved forms of digital measurement and multi-channel promotions including enhanced data integration, post-impression analysis, and behavioral segmentation and targeting.

The Hondo Group
Digital Account Supervisor
June 2009 - June 2011 (2 years 1 month)

Manage multiple accounts ranging from agriculture to mobile enterprise. Serve as the product manager for Kinita, a proprietary mobile platform developed by Unwired Nation that enables organizations to deploy a mobile app on all major mobile devices, simultaneously. Utilize existing digital assets and native device capabilities. Kinita simplifies the complexity of mobile by allowing you to focus on the end-user's experience - no the management of multi-platform languages, deployments and updates.

Country Living Association
Executive Director
January 2007 - 2011 (5 years)

Country Living Association (CLA) membership is comprised of families and individuals that reside in the country. CLA connects members to companies

and marketers that understand the unique needs of the rural lifestyle and can supply members with the tools they need to make the good life better.

Hondo Green, a division of The Hondo Group

Product Manager

June 2009 - June 2010 (1 year 1 month)

Hondo Green was developed to help companies go green, easily and profitably. In addition to event sustainability, green consulting and responsibility marketing services, we offer the Hondo Green Assessment Tool (HGAT). HGAT is a web-based program that can help any organization not just measure, but implement and manage a sustainability plan with proven initiatives. HGAT enables a company to track and manage its environmental footprint over five key metrics: waste, water, travel, materials and energy.

Drake & Company

Executive Director

January 2007 - June 2009 (2 years 6 months)

Served as Executive Director of Country Living Association and Dairy Calf & Heifer Association. Managed marketing campaigns, created and managed budgets and worked with various boards and committees.

Make-A-Wish Foundation

Fundraising Coordinator

January 2006 - January 2007 (1 year 1 month)

Cultivated new donors, maintained existing donor relationships through strong stewardship programs. Initiated new company functions and coordinated multiple events and programs, as well as restructured the donor database.

Peace Corps

Volunteer

2003 - 2005 (3 years)

Samoa

Served as project coordinator and liaison between Ministry of Agriculture and UN FAO. In this position, secured \$300,000US and executed programs to establish income generation opportunities for village youth through agriculture. Served as President of Avanoa Tutusa, an NGO committed to bringing educational opportunities to youth - particularly females - through events such as career fairs.

Beeline Managed Services

Program Manager
2003 - 2003 (1 year)

Education

Bradley University
B.S., Business Management & Administration · (1999 - 2002)

Drake University
Executive Education Certification, Leading Others: Building Leaders from the
Inside Out · (2016 - 2016)