

# Courtney Loup Edwards

10717 Oakley Trace, Baton Rouge, LA 70809 • 225/337-9936 • courtneyloupwards@gmail.com

## **Professional Summary**

Event Professional ♦ Higher Education Professional ♦ 20+ years of experience at a Flagship University Career Center

## **Core Competencies**

Event Planning and Execution ♦ Program Development and Implementation ♦ University Leadership and Collaboration  
Employer and Donor Engagement ♦ On-Campus Interviewing Programs ♦ Organizational Branding

## **Experience**

### **LSU Olinde Career Center, Baton Rouge, LA**

#### *Manager – Events*

*January '20 – Present*

- Provide leadership of the Employer Relations division of the Career Center including on-campus interviewing and events and handle administrative and supervisory responsibilities for the team.
- Directly responsible for planning, developing, implementing and executing 19+ recruiting events with 950+ company registrations per year hosted by the LSU Olinde Career Center (collecting over \$280,000 per year).
- Budget event expenditures and revenue to sustain the operational budget of the entire LSU Olinde Career Center.
- Responsible for setting dates, event locations, layout, registration, logistics, parking reservations, planning time lines, soliciting and procuring on-campus work-orders, off-campus vendor contracts, event rental needs, coordination of catering, menu and meal selection, registration and confirmation materials, communication documents, employer registration inquiries, event invoicing, revenue collections/reconciliation, staff/volunteer coordination and day of event execution.
- Manage the on-campus service delivery functions for employers ensuring that recruiter needs are being met.
- Serve as a face for the customer service experience of established recruiters and existing relationships for key employer accounts.
- Directly supervise and support the Employer Relations staff and provide leadership and vision in goal setting and strategic planning and in assessment of programs and student learning outcomes.
- Assist and support the Associate Director- Employer Relations and Development, in employer outreach and development of employer participation in recruitment of LSU students and alumni.
- Analyze employer participation in on-campus recruiting activities and development, implement and execute strategies to increase participation to perpetuate opportunities for students.
- Work with employers directly to address needs, implement and follow up on recruitment strategies.

#### *Assistant Director- Employer Relations*

*June '18 – January '20*

- Implemented and executed strategies to increase participation to perpetuate opportunities for LSU students.
- Supervised and supported the Events Manager on planning, developing, implementing and executing all on-campus recruitment programs.
- Supervised and supported the OCI Coordinator on the management of the on-campus interviewing program and associated facility management.
- Analyzed employer participation in on-campus recruiting activities and development.
- Created, implemented, and analyzed a process for employer and donor relationship management.
- Provided leadership and vision in goal setting, strategic planning, and assessment of programs.
- Served as a concierge level account manager for key employer partners.

#### *Assistant Director- Employment Services*

*July '06 – May '18*

#### *Recruiting Coordinator*

*April '03 – July '06*

- Led the Employment Services staff in the implementation of team initiatives.
- Served as a critical member of the Handshake Implementation Team during the Spring of 2018.
- Responsible for the execution of reports (monthly and annual), goal setting, and strategic initiatives.
- Administered 5-year assessment plan complete with objectives, results, actions, and outcomes.
- Coordinated the development of Employment Services resources (both hard-copy and electronic).
- Coordinated the regular on-campus interviewing program which includes negotiating interview dates and room availability with employers and arranging all details for recruiters for their campus interviewing visit.
- Managed 590+ on-campus interview schedules for over 200 companies annually.
- Publicized all recruitment activities to students and manage the student sign-up system.
- Compiled recruiter evaluations and facilitate annual program review to potentially modify services.
- Scheduled annual recruiting visits such as evening presentations and table sits for over 100 employers.
- Met with employers to tour facilities, explain services, and discuss ways to maximize recruiting efforts.
- Assisted employers in branding their organization on campus and how to target their recruiting efforts.

## **Emmie Lane, LLC, Baton Rouge, LA**

*Owner*

*September '04 – December '16*

- Created and independently opened company to promote the sale of dog clothes and accessories. After 4 ½ years operating under the Waggin' Rags Designs, LLC name, converted company over to the creation and marketing of baby and gift items and accessories.
- Designed, created, and delivered products autonomously while maintaining a high level of customer service.
- Executed all business activities including the production, pricing, sales, and/or distribution of products.

## **Education**

**Louisiana State University (LSU), Baton Rouge, LA**

*December '02*

Bachelor of Science, Business Management

*GPA: 3.972*

LSU Tiger Girls Dance Team, '00 – '02

## **Professional Involvement**

*Southern Association of Colleges and Employers (SoACE)*

2025 – Board – Director- College Knowledge Groups

2024 Conference – Local Arrangements Committee Vice-Chair

2023 Conference – Programs Committee Chair

2022 Conference – Programs Committee Co-Chair

2020 – 2021 – Chair – Consulting Services

2019 – 2020 Co-Chair – Consulting Services

2016-2018 – Board – Director- College Knowledge Groups

2015 Conference – Overall Chair

2014 Conference – Co-Chair and Marketing and Publicity Assistant Chair

2012 Conference – Programs Committee Chair

2011 Conference – Programs Committee Chair

2009 Conference- Programs Committee Volunteer

*Louisiana Association of Colleges and Employers (LACE)*

2011 – 2012 – President

2010 – 2011 – President-Elect

2009 – 2010 – Secretary

*National Association of Colleges and Employers (NACE)*

2010 Conference Presenter

## **Professional Recognition**

SoACE President's Award (2015), LSU Foundation Staff Outstanding Service Award (2012)

## **Additional Volunteer Service**

**Woman's Hospital, Baton Rouge, LA**

*Family and Patient Advisory Council*

*January '15 - Present*

- Serve as a resource for Woman's Hospital to evaluate new and current processes, paperwork, facility issues, patient issues and planning and development.
- Serve in a consultant role to express the patient experience in order to improve the overall reputation of the hospital.

*BUST Breast Cancer Volunteer*

*December '14 – Present*

- Serve as a volunteer on the BUST Breast Cancer committee to raise funds for two mobile mammography coaches to travel the state of Louisiana offering mammograms to underserved women throughout the state.
- Served as Auction Chair for the 2016 event and raised over \$40,000 through the auction for the event.
- Served as Model Chair for the 2019, 2020, 2022, 2023, 2024, and 2025 events.
- Served as Overall Chair for the March 2022 event and raised over \$445,000.

**Volunteer**, LSU Move-In Day, LSU Roaring Into the Halls, LSU Ag Magic, LSU Fall Fest, Volunteer Judge 2007 and 2008 Songfest (LSU Greek Life)

## **References**

Kyle O'Neal, Past Supervisor at LSU Olinde Career Center, 870/820-0330, koneal@latech.edu

Trey Truitt, Past Supervisor at LSU Olinde Career Center, 225/456-1345, retruitt@gmail.com

Don Howard, Past Supervisor at LSU Olinde Career Center, 225/288-2477, howard\_don@bellsouth.net

Tracy Evans, Past Director of Career Services, Paul M. Hebert Law Center, Past Supervisor, 225/615-6866, tracy@lsu.edu