



Courtney Graham

Director of Marketing at Princeton Mortgage
PrincetonMortgage.com

Courtney is the Director of Marketing of Princeton Mortgage. At Princeton, she loves working with some of the best minds in the mortgage industry and building a growing team of marketing professionals. Over the past eighteen months, Courtney and her team have helped relaunch Princeton Mortgage and build out a best-in-class marketing and sales prospecting system for Loan Originators utilizing a combination of direct, digital, and social media marketing.

Courtney graduated top of her class from Oral Roberts University in Oklahoma with a Bachelor of Science in Marketing. She began her career with the New York City public relations firm, Industry Publicity, where she took her first deep dive into the world of influencer marketing. After Industry Publicity, Courtney joined MRM // McCann, a world-renowned advertising agency headquartered in New York City. It was at MRM // McCann she developed her love for “brand”, and helping brands grow and gain market share utilizing multi-pronged strategies and approaches. While at MRM // McCann the company founded their social media department and she was able to experience, from the very beginning, the importance and power of social media marketing and its ability to build brand awareness, voice, and customer engagement.

Courtney lives in New Jersey with her husband, and three young children. She loves design - of all kinds - and loves to create. She is in the process of planting a new church, Ecclesia, in Princeton, NJ with her husband. You can find her on LinkedIn or on Instagram @courtgraham.