

## **COURTNEY V. POTTER**

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### **CAREER SUMMARY**

Dynamic, accomplished writer and content strategist with 15 years' experience in digital and print media -- specializing in Corporate Communications / Public Relations & Marketing / Social Media.

### **PROFESSIONAL EXPERIENCE**

#### **Editor / Writer, Disney Corporate Creative Resources (The Walt Disney Company)**

2015 - present

Create long- and short-form articles for several Disney media properties -- including Newsreel.Disney.com (corporate comms website), *Disney twenty-three* (magazine for D23: The Official Disney Fan Club), and D23.com; provided extensive online coverage for D23 Expo 2015 & 2017. Articles at D23.com often "liked" and shared by D23 Members and fans on D23's Facebook (810K followers), Instagram (650K followers), and Twitter (480K followers); other editorial/social media duties as assigned.

#### **Media Director, Conejo Players Theatre**

2017 - 2019

Spearheaded marketing campaigns for Conejo Players Theatre, a non-profit 501(c)(3) tax-exempt organization. Maintained robust social media presence through Facebook, Twitter, Instagram, Snapchat, and YouTube; built email newsletters -- based on the needs of the theatre -- on a weekly or bi-weekly basis; liaised with local media representatives; oversaw CPT website and mobile app; reported on trends/metrics to Board of Directors and other stakeholders.

#### **Contributing Writer (Contractor), Disney Corporate Creative Resources**

2012 - 2014 (*both full-time and on an as-needed basis*)

Created long- and short-form articles for several Disney media properties -- including Newsreel.Disney.com, *Disney twenty-three* magazine, and D23.com; other editorial duties as assigned.

#### **Writer / Copy Editor (Contractor), Disney•ABC Digital Media**

2011

Wrote content (blogs/articles/recaps/galleries/etc.) for ABCFamily.com -- now Freeform.com -- with a focus on coverage of *The Secret Life of the American Teenager* (Season 4). Also edited general website copy for tone of voice, spelling, grammar, and punctuation.

#### **Copy Editor / Writer, Disney•ABC Digital Media**

2008 - 2010

Edited all manner of website content on the Daytime and *The View* pages of ABC.com -- and on SOAPnet.com -- for tone of voice, spelling, grammar, and punctuation; wrote articles/galleries and managed show news for SOAPnet.com coverage of *Days of our Lives*; created and managed SOAPnet.com's daily Mobile Alerts covering six Daytime shows; many other duties as assigned.

#### **Writer / Editor: "TV Best Bets," Zap2it.com/Tribune Media**

2003 - 2007

Wrote and edited daily column, which appeared on Zap2it.com and was syndicated to Yahoo! TV and MSN Entertainment. Selected eight television programs to highlight each day; researched each episode via network press outlets. Also recapped reality TV, including CBS' *Big Brother* (Seasons 4 & 5).

### **QUALIFICATIONS**

- High attention to detail and superior follow-through; able to work with minimal supervision; accustomed to the demands of a fast-paced, high-pressured creative environment; exceptional people skills.
- Computer skills include MS Office Suite; PC and Mac fluency; working knowledge of Adobe software; very Internet/social media savvy. Strong familiarity with AP Style.
- Well-versed in best practices for SEO/SMO/SMM, as well as leading-edge marketing concepts.

### **EDUCATION**

Bachelor of Arts in Film and Digital Media

UC Santa Cruz - College Honors