

COURTNEY V. POTTER

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CAREER SUMMARY

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

PROFESSIONAL EXPERIENCE

Editor / Writer

April 2015 - present

Contributing Writer (Contractor), Disney Corporate Creative Resources

May - November 2012 (*full-time*); September 2013 - December 2014 (*as-needed basis*)

Create long- and short-form articles for several Disney properties -- including Newsreel.Disney.com (corporate comms website), *Disney twenty-three* (quarterly periodical 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 Disney fans on D23's Facebook (800K followers), Instagram (540K followers), and Twitter (470K followers). Other editorial/social media duties as assigned.

Media Director, Conejo Players Theatre

July 2017 - present

Maintain Conejo Players' robust social media presence through Facebook, Twitter, Instagram, Snapchat, and YouTube; create and build email newsletters -- based on the needs of the theatre -- on a weekly or bi-weekly basis; liaise with local media representatives; oversee CPT website and mobile app; report on trends/metrics to Board of Directors and other stakeholders; other duties as assigned. Formerly Social Media Coordinator from 2011 to 2016. *CPT is a 501(c)(3) non-profit tax-exempt organization.*

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

April - September 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

April 2008 - October 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; other duties as assigned.

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

February 2003 - November 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