

COURTNEY V. POTTER

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OBJECTIVE

To obtain an Editorial, Producer, and/or Writer position in Internet/New Media/Marketing that will challenge a pro-active, results-oriented individual.

PROFESSIONAL EXPERIENCE

Social Media Coordinator, Conejo Players Theatre

March 2011 - present

Creating and maintaining Conejo Players' social media presence through Facebook and Twitter; reporting on trends/metrics to Board of Directors and other stakeholders; many other duties as assigned.

Writer / Copy Editor (Freelance), Disney/ABC Digital Media

April - September 2011

Created content (blogs/articles/recaps/galleries/etc.) for ABCFamily.com, with a focus on coverage of *The Secret Life of the American Teenager* (Season 4); edited website copy for tone of voice and for spelling, grammar, and punctuation; other duties as assigned.

Copy Editor / Writer, Disney/ABC Digital Media

April 2008 - October 2010

Edited all manner of website copy (articles/galleries/etc.) on the Daytime and *The View* pages of ABC.com and on SOAPnet.com for tone of voice and for spelling, grammar, and punctuation; wrote articles/galleries and managed show news for SOAPnet.com coverage of *Days of our Lives*; wrote, input, 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 the eight television programs to highlight each day; researched each show on various network press websites.

Writers' Production Assistant, Paramount Television/CBS

BRAM and Alice

January - November 2002

Oversaw reproduction and delivery of scripts and episode cuts to Paramount and network executives; coordinated craft services for Executive Producers and writing staff; organized deliveries to cast/crew at the stage during the week and on "Tape Night."

QUALIFICATIONS

- Flexible team player with high attention to detail and superior follow-through. Ability to work with minimal supervision. Able to deal with demands of a fast-paced, high-pressured creative environment.
- Exceptional people skills.
- Computer skills include MS Office Suite; experience with Drupal CMS; working knowledge of HTML and Adobe Dreamweaver & Photoshop; PC and Mac fluency; very Internet/social media savvy.
- Familiarity with AP Style and SEO/SEM best practices.

EDUCATION

1994 - 1998 Bachelor of Arts in Film and Digital Media
UC Santa Cruz - College Honors