

# Tara Potzler

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Writing Samples: Tarapotzler.journoportfolio.com

## SUMMARY

Strategic, highly organized and creative content manager with 15+ years in communications. Areas of expertise include web and blog content, editing, proofreading, video scripting, and marketing collateral. Intellectually curious, confident, and self-directing, with exceptional communication and relationship-building skills. Experienced in a broad range of communications techniques for business.

### **Career highlights include:**

- **Website Redesigns and Updates:** Took ownership of 2 website redesigns in 5 years: wrote, edited, proofread, and researched content, as well as worked with programmer and graphic layout professionals. Primary writer and editor who always meets tight deadlines and receives positive leadership feedback.
- **Project Management:** Built and administered email subscription database for insurance agents. Oversaw content, user experience, testing, distribution, executive presentation, and product rollout. Received rave reviews from executive team on project timeliness, thoroughness, and alignment with overall company communication strategy, and positive feedback from agents on ease of use.
- **Sales Team Engagement:** Created, wrote, edited, and managed layout for diverse corporate newsletters designed to improve multi-location sales agent engagement. Promoted and distributed materials.

## CORE COMPETENCIES

- Corporate Communications
- Superb Writer, Editor
- Press Release Expert
- Experienced Researcher
- Video Script Writer
- Marketing Collateral
- Project Management
- Deadline Driven
- Quality Assurance
- Website & Social Media Content
- Microsoft Suite
- Google Suite
- Adobe InDesign
- Interviewing

## EXPERIENCE

### *Senior Communications Specialist*

04/2009 - Present

Merchants Insurance Group - Buffalo, NY

- Develop content for blogs, website and social media
- Research topics related to property and casualty insurance
- Create corporate and agent education and training materials
- Compose scripts for corporate videos
- Develop and execute all public relations strategies
- Ghostwrite communications
- Oversaw Marketing Department intern

### *Corporate Communications Specialist*

05/2002 – 04/2009

Merchants Insurance Group - Buffalo, NY

- Created all corporate public relations work press releases and fostering media contacts
- Corporate communications writer/editor for agent bulletins, newsletters, brochures, and general business communications.
- Proofread and edited technical insurance manuals.

## EDUCATION

Master of Science – Mass Communications, 1999 - Kansas State University, Manhattan, KS

Bachelor of Arts - Mass Communications, 1993 - University of South Carolina, Columbia, SC