

Cory Utsey

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EDUCATION

HOWARD UNIVERSITY

B.A. - Media, Journalism and Film GPA: 3.9
Minor - Philosophy
Summa Cum Laude

Washington, DC

WORK EXPERIENCE

Backward Fashion

September 2023- Present

Freelance Writer

- Examine current and past fashion trends in order to craft compelling articles on the growth, evolution, and potential of the fashion industry
- Identify SEO-friendly copy related to fashion in order to ensure that articles meet target audience

Culture Hub by Bold Culture

Freelance Writer

July 2020- present

- Research consumer trends and insights of marginalized populations, along with culturally competent marketing strategies, in order to develop expertise and inform the writing process
- Formulate written content related to the prioritization of diversity, inclusion, and intersectionality in multimedia marketing, entertainment, and within workplace culture

Home Rule Music and Film Preservation Foundation

May 2023- December 2023

Freelance Social Media Consultant/ Copywriter

- Generated succinct social media copy in order to promote events affiliated with Home Rule Music Festival
- Cultivated a consistent voice across social media channels in order to boost engagement and strengthen branding

HealthHIV

Communications Team Member

August 2021- December 2023

Intern from August 2021- July 2022, Fellow from August 2022- Dec. 2023

- Managed social media and curated copy for HealthHIV-affiliated initiatives and programs in order to engage primary care and infectious disease healthcare providers and drive awareness
- Assisted in the promotion of events that facilitate health equity, along with the creation of toolkits that inform healthcare providers on cultural competency and intersectional care
- Utilized organizational skills to create internal inventories of information and resources relevant to HealthHIV's approach to potential partners, particularly within the DC-metro area

Howard University News Service

January 2023- May 2023

Culture, Music and Entertainment Reporter

- Curated long-form, compelling articles on the nuances of music, culture and history
- Conducted interviews with musicians and other music experts to highlight diverse perspectives and inform storytelling

Shepherd's Table

Communications Intern

June 2022- August 2022

- Interviewed staff and clients to create inspirational written content and visual media on organization's efforts to reduce poverty and food insecurity in Montgomery County, Maryland
- Maintained organizational social media accounts and crafted copy in order to engage potential donors and volunteers
- Organized ListServes and media outreach lists to inform local media of organizational events and efforts

247 Live Culture

Contributing Writer

March 2021- July 2021

- Monitored news and social media to gauge relevancy of various topics and to inform topic selection
- Produced articles containing commentary, reflections and analyses related to Black entertainment, social justice, culture and lifestyle

CAMPUS INVOLVEMENT

Howard University Association of Black Journalists

September 2022- May 2023

Chapter Member

Her Campus, Howard University Chapter

Content Team Editor-in-Chief

August 2022- May 2023

ACTIVITIES, SKILLS, INTERESTS

Technical Skills: Content Writing, Editing, Copywriting, Audio, Photography, Videography, CMS

Interests: Entertainment, Culture, Social Justice, Intersectional Feminism, Fashion, Wellness, Lifestyle