

Cory Utsey

coryutsey@gmail.com | [MyLinkedIn](#) | coryutsey.journoportfolio.com

EDUCATION

HOWARD UNIVERSITY

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

Washington, DC

WORK EXPERIENCE

- BBC Studios* July 2024- present
StoryWorks Springboard Fellow
- Develop social media copy and craft campaigns in support of BBC StoryWorks commercial content
 - Track social media campaign performance to inform strategy and ensure that KPI goals are met
- 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
- Backward Fashion* September 2023- July 2024
Freelance Writer
- Examined current and past fashion trends in order to craft compelling articles on the growth, evolution, and potential of the fashion industry
 - Identified SEO-friendly copy related to fashion in order to ensure that articles meet target audience
- 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

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, Social Media, Photography, Videography, CMS
Interests: Entertainment, Culture, Social Justice, Intersectional Feminism, Fashion, Wellness, Lifestyle