

# Cory Utsey

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## SKILLS

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**Hard Skills:** Content Writing, Editing, Copywriting, Social Media, Photography, Videography, CMS

**Soft Skills:** Effective Communication, Organization, Strategic Planning, Time Management, Problem-Solving

## PROFESSIONAL EXPERIENCE

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### *BBC Studios*

#### Marketing Operations Coordinator

March 2025- present

- Optimize organizational structures and workflows via cross-functional collaboration and research
- Conduct audits of workflow cadence in order to provide leadership with a 360° view of how teams operate on a day-to-day basis
- Build organizational boards and folder structures via Monday.com, SharePoint, and Dropbox

#### StoryWorks Springboard Fellow/Social Media & Performance Assistant

July 2024- March 2025

- Develop social media copy and graphics in support of BBC StoryWorks branded and commercial content
- Track campaign performance and conduct data analyses in order to optimise social content and align strategic goals
- Research best social practices both in-house and out-of-house to inform social media strategy and position BBC StoryWorks North America as a must-buy

### *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

- Delivered high-quality 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 strengthen partnerships with external stakeholders
- 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

### *The Borgen Project*

June 2021-Sept 2021

#### Content Team Intern (Volunteer)

- Contacted Congressional leaders to advocate for the prioritization of global poverty as a focus of U.S. foreign policy, along with the passing of bills that would fund impoverished countries
- Educated and mobilized audiences over global solutions to poverty by way of written content
- Fundraised over \$500 for Borgen Project's political outreach and public awareness campaigns

## EDUCATION AND CERTIFICATIONS

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HOWARD UNIVERSITY

B.A. - Media, Journalism and Film

Washington, DC

*Summa Cum Laude*

NEW YORK UNIVERSITY

Certification - Music Industry Industrials

Online Program

### OTHER EXPERIENCE

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*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