

Cory Utsey

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EDUCATION

HOWARD UNIVERSITY

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

August 2019- May 2023
Washington, DC

WORK EXPERIENCE

Backward Fashion

Freelance Writer

September 2023- Present

- 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

Freelance Social Media Consultant/ Copywriter

May 2023- December 2023

- 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

Culture, Music and Entertainment Reporter

January 2023- May 2023

- 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

Chapter Member

September 2022- May 2023

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