

# Kathleen Green Pothier

---

Plano, TX 75025 | [kgreenpothier@gmail.com](mailto:kgreenpothier@gmail.com) | (972) 977-0288

LinkedIn: <http://www.linkedin.com/in/kathleen-green-pothier> Portfolio: [kgpothier.com](http://kgpothier.com)

## EXPERIENCE

---

**Texas A&M College of Dentistry:** Dallas, TX  
*Communications and Social Media Coordinator* April 2019 – Present

- Lead planning meetings, research and write stories for Dentistry Insider newsletter ([dentistryinsider.tamhsc.edu](http://dentistryinsider.tamhsc.edu)), including biweekly e-blast via MailChimp, and Dentistry magazine.
- Plan, implement and monitor all social media platforms and metrics.
- Ghostwrite speeches, emails and marketing collateral for college dean.

### ACCOMPLISHMENTS:

- Increased social media engagement, most notably a 400% uptick in @tamudental Instagram followers.
- Vetted and implemented content management system (Basecamp) and trained staff in two departments.
- Shot premiere photo of new clinic, which was widely distributed by Texas A&M president and university.

**Positively Proofed:** Plano, TX  
*Communications and Social Media Manager* October 1998 – April 2019

- Offered client-based writing, editing and marketing/public relations assistance with blogs, books, brochures, magazine articles, marketing collateral and more. Managed social media accounts.

**The Dallas Morning News:** Dallas, TX  
*Staff Writer, Features Copy and Layout Editor* November 1989 – October 1998

- Researched, pitched and wrote features stories for Healthy Living and other daily features sections.
- Supervised Sunday section production. Edited features copy, wrote headlines, produced section layouts.

## SKILLS & ACHIEVEMENTS

---

- AP Style, Chicago Manual of Style
- Internal/external communications, copywriting, media relations, researching.
- **Editing, writing, ghostwriting:** Newsletters, presentations, QSR menu boards and training manuals, marketing collateral, press releases, blogs, brochures, magazines, newspapers and more.
- **Computer:** Adobe Creative Suite, Photoshop, Microsoft Office Suite, Basecamp 3, Workfront, WordPress, MailChimp and HTML5.
- **Social Media:** Facebook, Twitter, Instagram, Snapchat, TikTok and LinkedIn

## VOLUNTEER WORK & AWARDS

---

- **PTSA Volunteer of the Year, Jasper High School, 2014- 2015** Plano, TX
- **Girl Scouts of Northeast Texas—awards** Plano, TX  
Outstanding Leader, Outstanding Volunteer, Silver Rose Award, Green Angel Award 2007-2012
- **Band Boosters (Plano West Senior High, Jasper High School, Rice Middle School)** Plano, TX  
President, VP of Communications, Public Relations Chair, VP of Hospitality,  
Uniform Chair, Parent Coordinator 2011-2018

## EDUCATION

---

**University of Nebraska** Lincoln, NE  
Bachelor of Journalism  
Majors: News-Editorial and English; Minor: History