

Kathleen Green Pothier

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MARKETING & COMMUNICATIONS PROFESSIONAL

Digital & Social Media Strategy | Corporate & Higher Education Communications | Audience Engagement

Results-driven storyteller with demonstrated writing, marketing, and communications experience. Passionate about information transparency and knowledge sharing. Leverages relationship-building skills with a deep understanding of consumer behavior to craft messaging for all target audiences. Embraces technology in researching, analyzing, and identifying trends. Adapts quickly to changing environments. Dedicated to innovation and continuous improvement.

AREAS OF EXPERTISE

Social Media Optimization (SMO) | Customer Journey | Content Creation | Campaign Management | Content Scheduling
Targeted Messaging | Brand Awareness | Customer Loyalty | Public Relations (PR) | Editing & Proofreading | Storytelling
Conversions & Clickthroughs | Change Management | Earned & Paid Media | Community Building | Lead Generation
Graphic Design | Goals & KPIs | User-Generated Content (UGC) | Analytics | Crisis Communications | Strategic Planning

PROFESSIONAL EXPERIENCE

Social Media Specialist | Texas Tech University Climate Center

2022-2023

- Introduced the Climate Center to new opportunities for maximizing social media potential.
- Collaborated with community and event coordinators to support center and related climate-change initiatives.
- Managed a monthly marketing calendar and strategy for the Climate Center's social media presence.
- Recommended relevant topics for podcasts and articles surrounding TTU research.
- Brainstormed, researched, and produced content while supervising undergraduate graphic designers' work.
- Tagged student orgs, professors, key climate players (nationwide), and TTU accounts to promote awareness.
- Interacted with audience members and commenters, and responded to direct messages in a timely manner.
- Made recommendations to the Climate Center director for successful future engagement.

ACHIEVEMENTS:

- Increased Instagram followers by 14%, exceeding a goal of 10%.
- Exceeded previous Twitter engagement record, growing from 1.3k to 3.7k impressions.
- Implemented the Climate Center's first interactive social media calendar.

Communications and Social Media Coordinator | Texas A&M College of Dentistry

2019-2021

- Managed communications for the college's online newsletters, social media platforms, and events.
- Assisted with magazine content and production, as well as yearbook proofing.
- Researched, sourced, and wrote stories, posts, and e-blasts about relevant and engaging topics.
- Maintained a marketing calendar and monitored performance metrics to identify opportunities and trends.
- Engaged with students, groups, alumni, faculty, and staff by liking, sharing, and commenting on their posts.
- Conducted two-way engagement with followers, requesting feedback on topics and initiatives of interest.
- Ghostwrote speeches and emails for the dean, as well as other internal and external communications.
- Assisted with crisis communications, announcements, public relations, marketing, events, and campaigns.
- Planned and executed promotional events, including giveaways, contests, and student takeovers.
- Answered queries and direct messages (DMs) consistently; monitored web traffic and customer reviews.

ACHIEVEMENTS:

- Increased engagement with a 400% uptick in Instagram followers and improved Facebook response time.
- Vetted and implemented a content management system and trained staff.
- Shot premiere photo of a new nine-story clinic, widely distributed by the Texas A&M president and university.
- Celebrated the 1000th follower with university apparel and gifts.
- Enhanced outreach to A&M and Baylor dental school alums to promote school affinity.
- Awarded the 2020 Diversity & Inclusion Award for promoting an inclusive environment within the college.

PROFESSIONAL EXPERIENCE (CONTINUED)

Freelance Editor, Copywriter, and Marketing & Social Media Professional | Positively Proofed **2016-2019**

- Worked with clients to understand their unique needs and present custom marketing solutions.
- Performed research on current benchmarks, industry trends, and audience preferences.
- Designed and implemented a social media strategy to align with brand image and business goals.
- Drafted traditional (written), digital, and social media content for internal and external audiences.
- Monitored ROI, SEO, and web traffic key performance indicators, metrics, and/or goals.
- Suggested new features to develop brand awareness, including promotions and competitions.
- Delivered copywriting, proofreading, and editing services.
- Collaborated to produce marketing collateral and enrich stakeholder relationships.

ACHIEVEMENTS:

- Grew business through 100% client referral, securing 90% established clients.
- Major clients: *The Dallas Morning News*; keynote speakers Simon T. Bailey, Stacey Hanke, Lee J. Colan; *Dallas Child* and *North Texas Teens* magazines; and more.

Features Staff Writer & Copy/Layout Editor | The Dallas Morning News **2008-2016**

- Researched, pitched, and wrote feature stories for Healthy Living and other sections.
- Conducted interviews of relevant parties and delivered reports to leadership as needed.
- Monitored current events and fact-checked copy details, such as names, dates, or statistics, for accuracy.
- Supervised writers and production to ensure quality content and timely topics.
- Edited copy, developed headlines, and produced section layouts for cohesion and readability.
- Approved the composition and appearance of the page's stories, graphics, photos, and other visual components.

ACHIEVEMENTS:

- Produced error-free work while consistently meeting tight daily deadlines and preventing cost overruns.
- Fostered cross-departmental collaboration and streamlined processes to produce quality products.

EDUCATION

Master of Arts (MA), Mass Communication | Texas Tech University (May 2024), GPA: 4.0

Master of Science (MS), Digital Content Strategy | The University of Kansas (Aug. 2023), GPA: 4.0

- Inducted into the Phi Kappa Phi Honor Society for academic achievement.

Bachelor of Journalism (BJ), News-Editorial and English | University of Nebraska-Lincoln

CERTIFICATIONS

Data Interpretation and Communication | Social Media Strategy and Management | Content Marketing | Social Media

TECHNICAL SKILLS

Adobe Analytics | Brandwatch | Google Analytics | Hootsuite | HubSpot | Orange | Rival IQ | Sprout Social | LinkedIn
Facebook Analytics | Instagram Insights | TikTok | Twitter "X" | YouTube | Basecamp | Workfront | Canva | MailChimp
Adobe Creative Suite | MS Office 365

RELEVANT COURSEWORK

Social Media Strategy | Social Media Metrics | Advanced Social Media | Saving Your Brand With Social Listening
Analyzing Audiences | Marketing Fundamentals for Communicators | Strategic Communication Planning & Writing
Multimedia Storytelling | Communication in Organizations | Public Relations Problems & Cases | Data Analysis
Data Visualization | Data Collection | Information in Context | Mass Communication Theory | Research Methods