

Kathleen Green Pothier

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EXPERIENCE

Texas A&M College of Dentistry:

Dallas, TX

Communications and Social Media Coordinator

April 2019 – Present

- Research, source and write stories for [Dentistry Insider](#) newsletter (dentistryinsider.tamhsc.edu), including biweekly e-blast via MailChimp, and Dentistry magazine.
- Plan, implement and monitor content for 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 2004 – April 2019

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

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