

KRISTYN M. POTTER

www.kristynpotter.com // 917.561.5607 // kristynpotter85@gmail.com // @kristynnotharry

EXPERIENCE

Getty Images, Senior Copywriter, New York, NY Jul 2017-Present

- Wrote copy to support global sales and marketing efforts, including product sell sheets, global sales presentations, email newsletters across brands, digital + print ads, event collateral, and video scripts
- Worked collaboratively to develop Getty Images and iStock brand voice and in-house guidelines across all markets, and worked to ensure consistency across sales and marketing collateral

New York Magazine, Copywriter, New York, NY Nov 2016-Jul 2017

- Wrote copy for editorial and advertising media kits, long and short form print ads, partner collateral, company-wide marketing materials, Vulture entertainment podcast ads & digital ad content
- Copyedited New York Media print and online advertising and marketing collateral across verticals

Popmarket.com (formerly Sony), Digital Marketing Manager, NY Feb 2016-Oct 2016

- Managed and performed all data-driven marketing activations, including global brand partnerships, social media strategy and execution, CRM strategy and daily email deployment to 160K+ contacts
- Served as in-house copywriter for daily email content, social media and blog posts, landing pages, pitch decks, and investor and internal presentations

Sony Corporation of America, rGENERATOR, New York, NY Feb 2013-Feb 2016
Digital Marketing Manager (Apr 2015-Feb 2016)

- Strategized eCommerce digital marketing campaigns for global entertainment brands, including A\$AP Mob, One Direction, Adam Lambert, Santana, Bob Dylan, Daft Punk & Candy Crush
- Served as brand manager for Popmarket, including managing internal team and vendors, strategizing cross-channel content and marketing campaigns, and overseeing digital advertising
- Wrote copy for websites, digital campaigns, social media posts, B2B newsletter content // worked closely with Creative Team on major website and campaign launches
- Coordinated strategic partnerships with Hearst, DangerousMinds, A/V Club, Complex, and NoiseTrade
- Wrote, pitched, and placed press releases in leading music and tech publications

Digital PR and Communications Specialist (Feb 2014-Apr 2015)

- Served as client-facing marketing manager on major global campaigns with data-driven strategy
- Wrote direct-to-consumer copy for sites, product pages, email, social media, digital & print ads + blog
- Developed and executed content marketing program for Popmarket, including sourcing guest content from industry leaders, optimizing content based on performance, and creating original pieces

Executive Assistant and Copywriter (Feb 2013-Feb 2014)

- Assisted the VP of Marketing with calendar management, travel arrangements and expense reporting
- Served as in-house copywriter on projects for Sony Music, Sony Pictures Entertainment, + Popmarket

Webster University School of Communications, Graduate Assistant, St. Louis, MO Jan-Dec 2012

- Created and edited informational and event marketing materials using Adobe Creative Suite

FREELANCE

intheclouds records, Content Writer, New York, NY Oct 2017-Present

- Wrote content for small New Jersey label, including blog copy, band features, and bi-monthly emails

Left Bank Magazine, Editor, New York, NY March 2014-Present

- Curated daily posts from global music and art submissions // Interviewed artists for original pieces

Indie Guides, Copywriter, New York, NY Jan 2016-Aug 2017

- Researched + wrote over 50 New York destination-centric pieces for the bilingual, Paris-based travel app

EDUCATION

• Webster University, St. Louis, Mo., **Master of Arts in Media Communications**; GPA 3.92 Jan-Dec 2012

Thesis: Global Art and Media: The Semiotics of Street Art

• Webster Graduate School London, Regent's University, London, UK May-Aug 2012

• Truman State University, Kirksville, Mo., **Bachelor of Arts in Communication-Journalism** May 2010

EXTRAS

Adobe Creative Suite, Microsoft Office, Constant Contact, Mailchimp, Google Analytics // SEO, HTML, Project Management, Affiliate Marketing // WordPress, Tumblr, Wix, Twitter, Facebook, Instagram, YouTube // Book Lover, NPR Listener, Music Nerd, Native English, French Proficient, German + Italian Beginner