

# KRISTYN POTTER

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## EXPERIENCE

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### **Left Bank Media, Founder and Creative Director, New York, NY** Nov 2014-Present

- Launched the *FastCompany* and *Refinery29*-featured website *Chez Nous Guide*, a global directory and travel guide for BIPOC-, women-, and LGBTQIA-owned businesses; designed website and produced all creative and marketing materials, managed the team of volunteers, liaised with press and business owners, pitched to investors and partners, and ran the in-house agency, *Chez Nous Studio*
- Created *Left Bank Live*—a global virtual festival in March 2020—featured in *The Guardian* + *Popdust*
- Created the music and art publication *Left Bank Magazine*, curated international submissions, managed and edited a team of global writers, managed US and international events, placed zines in bookstores in global markets, and created all web and design elements

### **Google, Email Content Manager, New York, NY** May 2019-August 2020

- Led the creative development for Google Maps Local Guides global emails, including copywriting, editing, design brainstorming, liaising with product + marketing stakeholders, and implementation coordination
- Conducted thorough content analysis of program emails + provided recommendations for optimization
- Strategized content initiatives for senior stakeholders and presented new concepts to the global team

### **Getty Images, Senior Copywriter, New York, NY** Jul 2017-Nov 2018

- 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 global brand voice and in-house guidelines

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

- Wrote copy for editorial and advertising media kits, print ads, long form in-book advertorial copy, internal materials, podcast & digital ad content; worked collaboratively with creative, sales, and production teams

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

- Managed all data-driven marketing activations, including social media and CRM strategy and execution

### **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 music and entertainment brands, including A\$AP Mob, One Direction, Adam Lambert, Santana, Bob Dylan, Daft Punk & Candy Crush
- Served as brand manager for Popmarket, and managed team and vendors, strategized cross-channel content and marketing campaigns, wrote copy for websites, digital campaigns, and B2B newsletter
- Coordinated strategic partnerships 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

## FREELANCE

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### **The Araca Group, Senior Copywriter, New York, NY** Nov 2018-May 2019

- Wrote eCommerce product descriptions + email copy for *Game of Thrones*, *Harry Potter*, *Outlander*, etc.

### **Indie Guides, Content Writer, New York, NY** Jan 2016-Aug 2017

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

## EDUCATION

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- Parsons School of Design, New York City, NY. **Graphic and Digital Design Certificate** Oct 2020-
- Webster University, St. Louis, Mo., **Master of Arts in Media Communications**; GPA 3.92 Jan-Dec 2012
- Webster University Graduate Semester Abroad, Regent's University London May-Aug 2012
- Truman State University, Kirksville, Mo., **Bachelor of Arts in Communication-Journalism** May 2010

## SKILLS

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Adobe Creative Suite, Microsoft Office, Mailchimp, WordPress, Wix, Twitter, Facebook, Instagram, YouTube, Google Analytics // SEO, HTML, Project Management // Native English, Intermediate French