

Kathleen Green Pothier

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EXPERIENCE

Texas Tech University Climate Center: Lubbock, TX
Social Media Specialist (part time, remote) August 2022 – May 2023

- Planned strategy/calendar; wrote content for social media platforms.
- Coordinated content with and mentored undergraduate graphic designers.

ACCOMPLISHMENTS:

- Increased [Instagram](#) engagement by 10%. Reached goal in nine months.

Texas A&M College of Dentistry: Dallas, TX
Communications and Social Media Coordinator April 2019 – June 2021

- Researched, sourced and wrote stories for [Dentistry Insider](#) newsletter and Dentistry magazine; biweekly e-blast via MailChimp.
- Planned, implemented and monitored content for all social media platforms and metrics.
- Assisted in school events. Ghostwrote speeches, emails and marketing collateral for college dean.

ACCOMPLISHMENTS:

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

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

- Offered client-based writing, editing and marketing assistance. Managed social media accounts.

The Dallas Morning News: Dallas, TX
Staff Writer, Features Copy and Layout Editor November 1994 – October 1998

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

EDUCATION

Master of Science in Digital Content Strategy (Aug. 2023)
University of Kansas, William Allen White School of Journalism & Mass Communications **Lawrence, KS**

Social Media Strategy and Management Certificate (Aug. 2022)
University of Kansas, School of Journalism & Mass Communications (15 post-grad hrs.) **Lawrence, KS**

Data Interpretation and Communication Certificate (May 2023)
University of Kansas, School of Journalism & Mass Communications (15 post-grad hrs.) **Lawrence, KS**

Master of Arts in Mass Communication (May 2024) **Lubbock, TX**
Texas Tech University, College of Media & Communication

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