

# Kathleen Green Pothier

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LinkedIn: <http://www.linkedin.com/in/kathleen-green-pothier> Portfolio: [kgpothier.com](http://kgpothier.com)

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## EXPERIENCE

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### 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/public relations assistance with blogs, books, brochures, magazine articles, marketing collateral and more. 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.

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## SKILLS & ACHIEVEMENTS

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- **Editing, writing, ghostwriting:** AP Style, Chicago Manual of Style. Newsletters, QSR menu boards and training manuals, marketing collateral, press releases, blogs, brochures, magazines, newspapers.
- **Computer:** Adobe Creative Suite, Microsoft Office Suite, Basecamp 3, WordPress, MailChimp.
- **Social Media:** Facebook, Twitter, Instagram, Snapchat, TikTok and LinkedIn

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## EDUCATION

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### Social Media Strategy and Management Certificate (Aug. 2022)

University of Kansas, School of Journalism and Mass Communications (15 post-grad hrs.)

Lawrence, KS

### Master of Science in Digital Content Strategy (Aug. 2023)

University of Kansas, School of Journalism and Mass Communications

Lawrence, KS

### Master of Arts in Mass Communication (May 2024)

Texas Tech University

Lubbock, TX

### Bachelor of Journalism

University of Nebraska

Majors: News-Editorial and English; Minor: History

Lincoln, NE