

C. S. Pothitt

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Moving to Phoenix, Az., Nov. 30, 2007

SUMMARY

Award-winning editor with more than 15 years **marketing communications, editorial, writing** and **publications management** experience. More than five years **Web content** experience. Organized, reader-centric, deadline-savvy and “big-picture” strategic thinker. Skilled in making complex topics easy-to-understand for lay audiences.

HIGHLIGHTS

- Led launch of two publications, one of which won three awards with its first three issues.
- Led content development of website, resulting in its sale for a profit in less than two years.
- Wrote press releases that lead to stories published in the *Baltimore Sun*, the *Pasadena Star-News* and others.
- Cited as being “a take charge person who needs no supervision,” “good at helping people understand something that is new to them,” and “intelligent, amiable and easy to work with.”

EXPERIENCE

Communications Specialist: TechLink Systems/New Century Mortgage, Irvine, CA (2006-2007)

- Write, edit and distribute internal communications, primarily via e-mail. (*Contract to Permanent Position*)

Managing Editor, Magazine Content: Vocus Inc., College Park, MD (2004-2006)

- Manage a team of 2-3 senior media researchers and 8-16 media researchers in building and maintaining the magazine portion of a media contact database. Manage a team of 2-12 temporary staff for a 5-month editorial calendar project.
- Write outlet profiles and edit the profiles written by my staff, as well as manage the magazine team’s part of the database.
- Interview and hire staff members, participate in planning meetings and other management-related tasks.

Web Content Editor/Writer (Contract): Z-Tech Corporation, Rockville, MD (2003-2004)

- Wrote and edited copy for National Human Genome Research Institute’s external (genome.gov) and internal websites.
- Helped with re-evaluation of website, including re-launch with new format and design, as well as other writing and editing assignments as needed.
- Client commented that I was a “quick-study” in learning proprietary content-management system.

Freelance Writer/Editor: (2000-present)

- Edit and write a quarterly travel e-zine for science fiction, fantasy and horror fans. Launched, on time, on Sept. 25, 2005.
- Edited web copy for clients such as Pediatric Health Alliance, AheadInTheGame.com, and BrainBench.com.
- Wrote web and marketing copy for clients, including Persian Partners, Arcturus Inc., Blue Cross Blue Shield of Texas and New Vision, Inc.
- Wrote training manual for Wells Fargo Home Equity RESPA Department.
- Wrote a course on writing press releases for Virtual University.

Writer/Editor: KidsGrowth.com/AviaHealth Inc., Tampa, FL (1999-2001)

- Managed content for KidsGrowth Professional, including writing features, basic content, recruiting and hiring freelance writers, managing freelance budget, editing staff writer’s work. Resulted in growth of site from a dozen pages to more than 200. AviaHealth purchased website in less than two years.
- Developed proposal for website geared toward pediatric residents. Resulted in interest from Ross, the makers of PediaSure, before AviaHealth closed the company.
- Described as “pleasant,” “easy-going,” having a “can-do personality,” and offering “many fresh ideas that contributed in part to the overall success of KidsGrowth.”

Newsletter Communications Specialist: Blue Shield of California, San Francisco, CA (1998-1999)

- Edited, managed and wrote for six publications with circulations from 40,000 to 600,000. Developed editorial schedule and brought publications into a regular publishing cycle.
- Led launch of four-color, bi-monthly magazine sent to more than 50,000 members. Improved reader relations.
- Managed and edited two newsletters, improving readability.

Writer/Marketing and Communications Specialist: City of Hope, Duarte, CA (1994-1998)

- Edited, managed and wrote weekly employee newsletter. Led launch of monthly employee newsletter, improving relations between geographically separated sites. First three issues won three awards.
- Marketing contact for “internal clients,” including Human Resources; Molecular Genetics; Volunteer Services; Nursing; Nursing Research and Education; Diabetes, Endocrinology and Metabolism; and Hematology.
- Described as “enthusiastic,” “diligent,” “hard-working,” and “as an excellent writer and thorough editor” able “to take complex information and make it understandable in layman’s language to a varied audience.”

EXPERIENCE CONTINUED

Assistant Account Executive: Gracelyn & Burns, Santa Rosa, CA (1994)

- Developed press kit and handled public relations for Champagne Deutz.
- Wrote press releases and other marketing copy for The Bergkelder and Llanno Estacado.

Staff Writer: Maryland Agricultural Experiment Station, College Park, MD (1992-1993)

- Using grant applications and interviews with researchers, wrote press releases, newsletter articles and helped with annual report. Placed stories in a variety of agricultural newspapers and The Baltimore Sun.

Customer Service Representative: The Santa Cruz Operation, Santa Cruz, CA (1988-1991)

- Improved efficiency by writing training manual, organizing Media Library and developing checkout system.
- Supervisor stated that my "creativity" and "superb organizational skills, enabled" me "to take loosely defined projects, and see them through to fruition."

RELATED VOLUNTEER EXPERIENCE

Special Assignment Reporter: SyFyPortal.com (2005-Present) / RabidDoll.com (2006-Present)

- Started off as staff writer writing news items. Now I concentrate on writing up interviews of professionals in the science fiction and horror movie and television industry.

Assistant, Public Relations: KRCB Channel 22 (1993-1994)

- Designed promotional post-card for fund-raising event. Edited program guide. Wrote press releases.

Assistant, Events Manager: Luther Burbank Center for the Arts (1993-1994)

- Designed program booklet for event. Wrote press releases. Assisted Events Manager during events.

Assistant, Publicity: North Bay Career Resource Center (1993-1994)

- Wrote press releases. Designed logo and promotional brochure for Entrepreneur's Forum.

Writing and Communications Intern: The Marine Mammal Center, Sausalito, CA (1992)

- Science Dept. – Researched and wrote report of whale stranding; used as basis of poster presented at scientific meeting.
- Communications Department -- Wrote press releases and newsletter articles. Accompanied journalists on tours of facility.

EDUCATION AND TRAINING

BA: Biology, University of California, Santa Cruz (1988)

- Courses in marine biology, development and science writing

MA: Journalism, University of Maryland, College Park (1993)

- Public Relations track, with emphasis in science and visual communication

New Communications Forum, Conference and Expo, Ragan Communications, March 8-9, 2007

The Ultimate Travel Writer's Course, American Writers and Artists Institute (AWAI), 2004-present

Introduction to HTML Forms, Virtual University, 2000

Web Page Design for Beginners, Virtual University, 2000

Planning and Managing Projects, Integrated Project Systems, 1999

Successful Internet Marketing, UC Berkeley Extension, 1999

How to Become a Successful Female Entrepreneur, UCLA Extension, 1997

Advanced Writing and Editing Workshop, Ragan Communications, 1996

Television Production Workshop, Santa Rosa Junior College, 1994

Events Planning Workshop, Santa Rosa Junior College, 1993

Train the Trainer Workshop, Cabrillo College, 1990

Competent Toastmaster (CTM) Award, Toastmasters International, 1990

Additional seminars, workshops and classes in: **Magazine Writing, Memoir Writing, Criminal Psychology, Voice and Dance.**

COMPUTER SKILLS

Mac OS, Windows OS, MS Office (Word, Excel, PowerPoint), DreamWeaver, GoLive, FrontPage, HTML, PageMaker, InDesign, PhotoShop, MS Project, Acrobat, E-mail, FileMaker Pro, FTP, Internet Explorer, Safari, Visio, WordPerfect, SnagIt.

MEMBERSHIPS

- DC Science Writers Association, 2004
- National Association of Science Writers, since 1995
- National Association of Women Writers, since 2004
- Toastmasters International, 1989-1996