

CATHLEEN COTTER

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SUMMARY

Experienced communications professional with excellent editing, writing, research, public relations, social media, marketing, engagement, event planning, presentation and public speaking skills.

Public Relations & Marketing - Worked on branding, re-branding and crisis communications projects. Created and managed traditional and social media marketing campaigns, built contact lists and developed relationships with media and with target audiences. Wrote and edited press releases, compiled press kits and coordinated and produced events and mixers. Wrote copy for brochures, flyers, posters, bios, invitations, websites and community engagement surveys. Managed public and internal communications. Conducted research and outreach campaigns, moderated media panels, and lectured to college students.

Writing/Editing – Wrote and edited copy, including features, news stories, advertisements, advertorials, web page content and press releases. Assisted with grant writing and with accreditation, and edited and organized content prior to submission.

Project Management/Desktop Publishing - Managed projects and evaluated procedures. Motivated and evaluated team members. Allocated staff time and resources in order to achieve project and company goals. Designed and worked with designers to produce publications, presentations, graphics and promotional materials. Managed design projects for websites, brochures and posters.

Research - Adept at using various online and library databases and archives, and in conducting interviews.

Teaching/Training – Wrote curriculum and developed instructional materials for high school and college level students. Trained co-workers in new company procedures and products and created informative and easy-to-use reference materials.

EXPERIENCE

City of West Hollywood

Communications Consultant

October 2015 - present

- Write press releases, news briefs and copy for fliers, fact sheets and promotional materials.
- Compile information and write entries for awards submissions to professional organizations, including the Public Relations Society of America, the American Planning Association, the City-County Communications and Marketing Association, the California Association of Public Information Officers, the Television Academy, and others.
- Research journalists and media outlets, and create targeted media lists.
- Review city web pages and update content using CMS.
- Create online community engagement surveys to solicit feedback for city programs and activities.

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EXPERIENCE *(Continued)***East Los Angeles College**

Adjunct Instructor, Special Assignment

June 2016 - June 2017

Community Services Teacher

July 2013 - January 2014

Trainer/Presenter

February 2014 - December 2014

Specially Funded Program Technician

January 2015 - February 2016

- Developed curriculum, syllabi, informational materials and presentations.
- Taught vocational education non-credit classes.
- Coordinated and promoted events such as an Earth Day event to highlight the college's "Green" STEM programs to middle-school students, and the campus Career Fair for the college's students and members of the community.
- Compiled information and data to develop brochures, booklets and fliers in order to promote programs and services to students and prospective students.
- Conducted outreach and assisted with campus visits and events in order to promote Career and Technical Education Pathways options to middle- and high-school students in the college's service area.
- Attended meetings and assisted with writing and editing documents, including accreditation.
- Wrote content, edited and produced newsletters.
- Assisted with grant writing, implementation plans and reporting, and ensured grant criteria were met.
- Assisted with departmental self-evaluations.

Fuse-Events

Public Relations and Social Media Marketing Consultant

January 2009 - October 2014

- Managed all social media marketing for event promotion business
- Developed content and designed graphics for email newsletters, fliers and online promotions.
- Photographed performers and customers for social media and promotional purposes.

Eyeboogie

Researcher

May 2011 - June 2012

- Used online databases and search engines to uncover little-known, obscure facts about musical artists, music videos, songs, reality shows, celebrities, nature, travel, international laws, etc. for VH1's 'Pop Up Video', 'Pop Up Jersey Shore' and NatGeo 'Popped' shows.
- Identified and contacted key individuals, and conducted interviews to obtain exclusive information, amusing anecdotes and obscure facts.
- Trained and supervised research assistant.

Garvey Communications

Public Relations Consultant

April 2010 - December 2010

- Wrote and edited content for websites, brochures and posters, mailers, etc. for clients such as NBC/Universal, City of Anaheim, The Walt Disney Company, the Century City Transportation Management Organization and others.

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EXPERIENCE *(Continued)*

PR Newswire

Western Region Media Relations

December 2007 - December 2008

Sr. Editor/Editorial Supervisor

October 2005 - December 2007

Client Services/Editor

November 1997 - October 2005

- Responsible for building relationships with media outlets in the Western United States for a multi-national corporate newswire service.
- Developed and wrote internal communications regarding products and services.
- Participated in train-the-trainer seminars at the New York headquarters and was tasked with training the staff of the Los Angeles office in new policies, procedures and products.
- Assisted clients with press release ideas and advised about media trends.
- Edited press releases and worked with clients to ensure error-free copy prior to media distribution

EDUCATION

University of Southern California

- Master of Arts in Communication Management August 2002

California State University, Fullerton

- Bachelor of Arts in Communications, minor in Art May 1994

ADDITIONAL

- Proficient in Adobe Creative Suite (Photoshop, InDesign, Dreamweaver, Acrobat), Microsoft Office (Word, Excel, Publisher, Outlook, PowerPoint), Google Drive, WordPress CMS, and VisonLive CMS.
- Active on social media, including Facebook, Instagram, Twitter, and Snapchat.
- Adept at using online databases such as LexisNexis, Cision, Meltwater, and Salesforce.
- Fluent in German (intermediate), basic knowledge of Spanish.
- Able to learn and adapt quickly, and to comprehend and communicate complex information.
- Creative problem-solver who works well with others and thrives under deadline pressures.
- Experience with organizing networking mixers and fundraising events as a former volunteer board member of the Los Angeles League of Arts and of the USC Lambda Alumni Association.
- Ten-year volunteer with the Burning Man Project as part of the press team, which helps to enculturate members of the media that are covering the event, and assists with connecting them to projects, artists, organizers and other participants that they need for their stories.
- Hobbyist photographer with some professional experience for public relations and marketing purposes.

References available upon request.