

CORNELIA POKU

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EDUCATION:

Lesley University, Graduate School of Education Washington, D.C. & Cambridge, MA Master’s in Gen. Education & Mod. Disabilities Education May 2015	American University, School of Communications Washington, D.C. B.A. in Public Communication, Minor in Judaic Studies May 2013
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EMPLOYMENT HISTORY:

Digital Platforms Manager & Consultant | Watson Green, LLC Public Affairs Firm September 2016- Present

- Help clients to clarify, bring attention to and effectively communicate brand vision and strengthen online presence.
- Manage social media content for clients including, but not limited to: creating accounts, curating content, interacting with audience and growing following, monitoring social media sphere for relevant dialogue, etc.
- Manage websites for clients including, but not limited to: designing, writing, editing, and publishing content.
- Create and edit infographics, fact sheets, newsletters, flyers and other printed and electronically distributed materials.
- Act as a resource to inquiring media personnel; provide research, articles and quotes on behalf of the client.
- Work with chefs and dietitians to craft and edit presentations for speaking sessions; worked on presentations that were given around the country reaching a cumulative audience of over 500 registered dietitians, culinary and foodservice professionals.
- Monitor and analyze proposed legislation that may impact clients; work with clients and peers to prepare strategy.
- Regularly read new research, discoveries, and innovations to keep abreast of news in food, agriculture and nutrition.

Communications & Sales Coordinator | Mandarin Oriental Hotel, Washington, D.C. February 2016 – September 2016

- Wrote copy for website content. Edited and updated collateral from Spa, sales department, and Muze restaurant menus. Edited press releases and media alerts for Director of Communications.
- Pitched the various facets of the hotel, restaurant and conference spaces to industry-related platforms.
- Secured media placements including sole responsibility over 5 media placements that amassed a total of more than 4 million media impressions.
- Researched and responded to blogger requests to cover hotel. Prepared media kits and journalist amenities upon arrival.
- Curated content across social media platforms: Twitter, Facebook and Instagram to engage clients and guests. Used social media to keep all abreast of Mandarin Oriental events and special offers.
- Fulfilled Director of Communication’s duties upon absence: attending events and meetings, greeting journalists, giving media tours, and coordinating and supervising photoshoots.
- Provided administrative support for four sales managers.

Essay Writing Tutor | Varsity Tutors June 2015 – December 2015

- Met with students in need of feedback for high school, undergraduate or graduate writing assignments and applications.
- Assessed areas of strength and weakness to develop unique lesson plans aimed at creating independent writers.
- Guided students through the writing process including planning, drafting, editing/copy-editing and final review.

Summer Mentor | *Urban Teachers* May 2015–August 2015

- Acted as one of six mentors to a cohort of 85 individuals entering their first year of teaching and graduate school.
- Led weekly sessions on professionalism, crucial conversations and best practices for up to 9 residents per session.
- Edited graduate-level assignments for structure, grammar, punctuation and other mechanics.
- Coached resident teachers in resume and cover letter writing and interviewing skills.

Elementary- Middle School Teacher | Excel Academy Public Charter School August 2013 - June 2015

- Taught 4th grade math and science to 50 students, taught 5th grade math and science to 50 students and taught 2nd grade math to nearly 100 students—all in alignment with common core curriculum.
- Wrote at least three differentiated lesson plans per day to address three categories of general education students: those who needed more time and help understanding content, those on pace with their peers and those who needed advanced work.
- Assessed students regularly to measure understanding and mastery of content; moved 2nd grade students from 40th percentile to 90th percentile city-wide in “place value understanding” in a 3-month span.
- Received hundreds of hours of real-time coaching and engaged in meaningful self-reflection improving teaching practices.

Public Relations/Social Media Consultant | Rock Recovery Addiction Treatment Center February 2013 - May 2013

- Overhauled Twitter and Facebook content to reflect brand message; increased social media following by 40%
- Wrote pitch letters to obtain coverage for spokesperson, Miss D.C. U.S. International Circuit 2013, Kaitlyn Wozniak.
- Researched and scheduled local speaking tour for organization spokesperson including an appearance on WUSA9 morning news for total media impressions of over 5 million.
- Composed specific messages for television and speaking appearances based on audience.

Team Leader | American University DC Reads Program August 2011 – May 2013

- Assisted students at Life Pieces to Master Pieces, Alice Deal Elementary School and Beacon House with homework and developed after-school enrichment activities based on child's needs.
- Designed, planned and executed professional developments for tutors across the entire program to improve student-tutor interactions and discuss the impact of socio-economic inequalities in education.
- Oversaw a team of 12 students for timeliness, hours worked and academic progress with tutees.
- Interviewed and recommended new tutors for hire.

Fundraising Communications Associate | American University WAMU NPR Radio 88.5

October 2009 – May 2011

- Wrote the advertisements for sponsors that were read on air by radio show hosts.
- Collected donor information to maintain contact list and newsletter listserv.
- Managed all content for volunteer blog. Edited content for donor newsletter and email blasts.

ADDITIONAL NOTABLE EXPERIENCE

- Resident Assistant at American University | January 2012 – May 2013
- Marketing summer intern at Georgetown Day School | May 2012 – August 2012
- Summer counselor for Headfirst Summer Camps, DC | June 2011 – August 2011
- Retail Sales Associate at Hallmark Gold Crown Store in Bethesda, MD | July 2007 – September 2009

COMPUTER/SOFTWARE SKILLS:

- Mac & PC Operating System
- Microsoft Office Suite Proficiency
- Outlook
- Wordpress
- Delphi (CRM Software)

DIGITAL PUBLIC AFFAIRS

MANAGEMENT SKILLS:

- Developing and maintaining brand identity and reputation
- Creating social media content across a variety of existing and emerging platforms
- Using native and third party social media analytics tools such as Hootsuite, Later, Tweetdeck, etc.
- Navigating media databases such as Cision
- Marketing through electronic direct mailer software and tools

WRITING AND EDITING SKILLS:

Familiarity with AP Style Guide

Familiarity with Elements of Style Guide

Press release/media alert/pitch letter writing, speechwriting, editorial writing, essay writing, social media writing and brochure/factsheet writing