

**CORNELIA POKU**

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**EDUCATION:**

<b>Lesley University, Graduate School of Education</b> Washington, D.C. & Cambridge, MA Master's in Gen. Education & Mod. Disabilities Education May 2015	<b>American University, School of Communications</b> 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 4<sup>th</sup> grade math and science to 50 students, taught 5<sup>th</sup> 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 2<sup>nd</sup> grade students from 40<sup>th</sup> percentile to 90<sup>th</sup> 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