

CORNELIA POKU

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EDUCATION:

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

Social Media Specialist in Public Affairs | Watson Green, LLC. 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 blogs for clients including, but not limited to: writing, editing, and publishing content.
- Create and edit infographics, fact sheets, newsletters, flyers and other printed and electronically distributed materials.
- 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. January 2016 – September 2016

- Write copy for website content. Edit and update collateral from Spa, sales department, and Muze restaurant menus. Edit press releases and media alerts for Director of Communications.
- Research and respond to blogger requests to cover hotel. Prepare media kits and journalist amenities upon arrival.
- Curate content across social media platforms: Twitter, Facebook and Instagram to engage clients and guests. Use social media to keep all abreast of Mandarin Oriental events and special offers.
- Fulfill Director of Communication’s duties upon absence: attending events and meetings, greeting journalists, giving media tours, and coordinating and supervising photoshoots.
- Provide administrative support for four sales managers.

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

- Planned and wrote detailed lesson plans designed to anticipate and subsequently undercut student confusion.
- Received hundreds of hours of real-time coaching and engaged in meaningful self-reflection improving teaching practices.
- Assessed students regularly to measure understanding and mastery of content.
- Coached and provided instructional and emotional support for new classroom instructors.

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

- Overhauled Twitter and Facebook content and page design to reflect brand message.
- Wrote pitch letters to obtain coverage for spokesperson, Miss District of Columbia U.S. International 2013, Kaitlyn Wozniak.
- Researched and scheduled local speaking tour for organization spokesperson.
- Composed specific messages for television and speaking appearances based on audience.

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.

COMPUTER/SOFTWARE SKILLS:

- Mac Operating System
- PC Operating System
- Microsoft Office Suite Proficiency
- Outlook
- Various online browser platforms

DIGITAL PUBLIC AFFAIRS

MANAGEMENT SKILLS:

- Developing and maintaining brand reputation
- Creating social media content across a variety of existing and emerging platforms
- Using social media analysis tools such as Hootsuite
- 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