



Gracie Potter

WRITER & COMMUNICATOR

- 📍 Ann Arbor, Michigan
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SUMMARY

Lover of the English language. Passionate about brand storytelling and persona marketing. Experienced content creator, creative problem solver, and enthusiastic collaborator. Accomplished vocal performer and arts advocate.

SKILLS

- Copywriting
- Editing
- Marketing Strategy
- Content Creation
- Social Media Marketing
- Creative Problem Solving
- Team Collaboration
- Public Speaking
- Microsoft Office
- CRM Administration

REFERENCES

Will Johnson

Interior Design Lead, Viewrail
willjohnson73@gmail.com
574.238.4341

Sarah Opperman

Consultant, Opperman Consulting LLC
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989.492.6479

WORK EXPERIENCE

SOCIAL MEDIA COPYWRITER

Pathfinders Advertising **Mishawaka, IN (Remote)**
May 2022 - Aug 2023

- Lead copywriter for brands in the CPG and B2B spaces, developing content on a regular cadence in addition to spearheading product launches & brand initiatives.
- Author of short- and long-form content, including social captions, infographics, blog posts, case studies, strategic documents, style guides, etc.

MARKETING COORDINATOR

Dynamic Edge **Ann Arbor, MI**
Mar 2020 - Mar 2022

- Created/edited all content sent to 2,000+ prospective buyers and 100+ clients (print and digital).
- Initiated and maintained all marketing campaigns, including direct mail, email drip, social media, etc.

PROGRAM & MARKETING COORDINATOR

Girls on the Run of SEMI **Ypsilanti, MI**
Oct 2018 - Nov 2019

- Managed all communication between program site volunteers, program participants, and program office.
- Assisted with sponsor outreach, grant writing, and community-led education.

EDUCATION HISTORY

Bachelor of Arts in English / Music Minor

Gambier, OH
Sep 2013 - May 2017

Kenyon College

- Focused on literary criticism and analysis.
- Extensive experience in academic writing, creative nonfiction, journalism, and comedy writing through classwork and extracurricular involvement in *The Kenyon Thrill* (campus blog).

Summer Marketing Internship

Dearborn, MI
May 2016 - Sep 2016

The Henry Ford Museum

- Created all written content for a smartphone app used during Maker Faire Detroit, an annual 2-day festival.
- Wrote marketing-oriented SMS messages, member retention mailers, social media captions, email copy, subject lines, and more.