

SUMMARY

- A dedicated professional with more than 11 years of experience in various aspects of media writing and production.
- Extremely skilled in managing projects, and coordinating production details.
- Outstanding written and verbal communication skills and excellent organizational abilities.
- A detail-oriented problem solver able to meet deadlines and handle multiple tasks at once.

ONLINE PORTFOLIO

<http://cathypoley.com/>

EXPERIENCE

2008 – Present

Primedia/Consumer Source

Norcross, GA

Interactive Content Producer

- Manage content creation for Consumer Source sites, including managing content production schedule, directing editorial strategy, and ensuring content meets editorial standards.
- An instrumental part of Consumer Source's Interactive Marketing team responsible for a more than 450% increase in e-mail traffic to ApartmentGuide.com and a 900% increase in e-mail lead conversion.
- Coordinate ApartmentGuide.com Moving Center redesign; work with design and development teams to make sure content needs are met and product is delivered on time and to specification.
- Create and maintain Interactive Content team budget.
- Direct E-mail Marketing editorial strategy and maintain the E-mail Marketing production schedule ensuring all production milestones are met and all assets are delivered on time.
- Manage team of writers, editors, and content producers.
- Team expert user of the department's content management systems.
- Work with Key Accounts teams to monetize Web content by creating co-branded sponsorship opportunities.

2007 – 2008

GameTap

Atlanta, GA

Writer/Producer

- Wrote and produced promos for GameTap TV series/programs and GameTap.com features, including two Emmy-nominated promos and one Emmy-winning promo; wrote and produced game trailers for games released on GameTap.
- Lead Producer for GameTap's "Best Of GameTap" special programs.
- Managed Promo team production schedule making sure all production milestones accomplished and all assets are delivered on time.
- Coordinated and supervised VO, edit, and sound design sessions.
- Wrote copy and managed metadata for broadband video and third-party digital distribution.
- Analyzed metrics to create strategies to improve promotion of GameTap TV.
- Spearheaded distribution aspects of special programming for GameTap TV.

2006 – 2007

GameTap

Atlanta, GA

Content Producer

- Managed updates of GameTap client and GameTap.com content, including maintaining GameTap TV, coordinating copy and graphic asset creation, and overseeing deployment.
- Content team point person for all GameTap video and video on demand; maintained client archives of more than 500 videos.
- Communicated programming schedule changes and ensured updates were made.

- Coordinated with Video team to have video promos created, encoded, and delivered.
- Managed timeline scheduling, project planning, and production for GameTap special projects.
- Oversaw production of weekly marketing e-mails, including content scheduling, copy and asset creation, and deployment.

2002 – 2006

CNN.com TV-Integration Group
Senior Associate Producer

Atlanta, GA

- Coordinated production of Web projects tied to on-air programming or marketing of on-air programming, including client contact, third-party communication, graphics requests, design approval, copy writing, content approval, gaining S&P and legal approval, project build-out, final project approval, and post-project review.
- Maintained online programming schedule; group expert in programming schedule tool.
- Created VOs and special promos for CNN on-air promoting CNN.com features.
- Coordinated video segments for CNN.com during Election 2004 coverage; worked with Crossfire on-air hosts and producers to have daily updates taped and video fed by satellite.
- Coordinated talent for .com Desk video segments; coordinated script revisions and directed shoots; maintained .com Desk tape archive.
- Coordinated digitizing of video for use on Web pages.

1999 – 2002

CNN.com Community
Associate Producer

Atlanta, GA

- Hosted online chat interviews with newsmakers, authors, and celebrities.
- Integrated Community elements into live on-air programming; created on-air graphics highlighting Community Content.
- Created and coordinated department schedule and workflow process; streamlined workflow to triple the number of events held in a week.
- Managed creation of show pages and Community elements for new programs.
- Served as project lead for chat series; spearheaded design and content creation process.
- Executed redesign of section front, chat transcript page, and transcript presentation; re-wrote community guidelines and FAQ.
- Monitored chat rooms, message boards, and viewer e-mail for comments and information to be used in on-air and online segments.
- Managed more than 30 remote chat and message board staff members.
- Coordinated live streaming video events for Space and Entertainment sections.

EDUCATION

1994 – 1998: University of North Carolina at Greensboro, B.A., Media Studies

ADDITIONAL EDUCATION

Professional development courses:

- Project management
- Search Engine Optimization
- Microsoft Project
- Marketing communication and tease/headline writing
- Time management
- Business-centered communication