

Cathy Poley
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SUMMARY

- A dedicated professional with more than 11 years of experience in media writing and production, including creating [Emmy-winning and nominated promos](#) for a Turner Product.
- More than 11 years writing and performing comedy; an award-winning stand-up comedian, a proven comedy sketch writer, and an all around comedy geek.
- Extremely skilled in managing high-profile projects and coordinating production details, including directing voice over, editing, and sound design sessions.
- 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 - WRITER/PRODUCER

2007 – 2008

GameTap

Atlanta, GA

Writer/Producer

- Wrote and produced promos for GameTap TV series/programs and GameTap.com features, including [one Emmy-winning promo](#) that aired on TNT and two Emmy-nominated promos; wrote and produced game trailers for games released on GameTap.
- Lead Producer for GameTap's "Best Of GameTap" series.
- 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.
- Analyzed metrics to create strategies to improve promotion of GameTap TV.
- Wrote copy and managed metadata for broadband video and third-party digital distribution.
- Spearheaded distribution aspects of special programming for GameTap TV.

ADDITIONAL EXPERIENCE

2000 – Present

Comedian/Comedy Writer

- Winner of the WB36 Late Night Laff Off – Named funniest comedian in Atlanta.
- Performed at comedy festivals across the country, including the Chicago Comedy Festival.
- Performed with comedy groups across Atlanta, including Laughing Matters, Gorgeous Ladies of Comedy, JackPie Theater Workshop, and The Basement Theatre.
- Sketch Writer for comedy/variety groups across Atlanta including Gorgeous Ladies of Comedy and Dancing Monkey Cabaret.

2010 – 2011

Sharecare

Engagement Manager

- Integrate programming from The Dr. Oz show into the Sharecare platform by creating video feeds and converting video content into QA content for Sharecare.
- Help experts create video, text, and QA content for the Sharecare platform.
- Onboarding and White-glove service for Oz-recommended/Celebrity/Author experts.
- Producing content for key initiatives, including leveraging video content, creating content for key experts, and producing engagement e-mails.
- Producing and leveraging Sharecare content to support key initiatives and sponsorships with Knowledge Partners and other partner groups.

2008 – 2010

Primedia/Consumer Source

Norcross, GA

Interactive Content Writer/Producer

- In charge of editorial strategy of Consumer Source content and outward-facing marketing messaging across brands; responsible for creating and maintaining a unique and consistent voice in Consumer Source marketing materials.
- Created and wrote for The Lighter Side comedy content sections of Apartment Guide and New Home Guide.
- 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.
- Work with Key Accounts teams to monetize Web content by creating co-branded sponsorship opportunities.

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.
- 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

Atlanta, GA

Senior Associate Producer

- 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.
- 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

Atlanta, GA

Associate Producer

- 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 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