

JOSEPH R. POTISCHMAN

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JosephPotischman.com

EXPERTISE

Marketing • Corporate and Strategic Communication • Writing • Editing • Publishing • Media Production • Public Relations • Copywriting • Social Media • Microsoft Office Suite • Adobe Creative Cloud • Content Management • Web Design • Data Analytics • Graphic Design •

EXPERIENCE

Linea Solutions Inc, Washington, DC

Marketing Specialist, July 2021 – Current

- Curate and update the company website using Webflow
- Promote Linea's message through webinars, podcasts, and in-person speaking events with partner organizations
- Interview subject matter experts, edit, and write Insight articles
- Collaborate with design consultants on a wide range of internal and external branding
- Track upcoming conferences, respond to calls for speakers, and create promotional material
- Grow Linea's profile utilizing social media platforms and inbound marketing tools

Fletcher, Heald & Hildreth PLC, Arlington, VA

Legal Communications & Marketing Specialist, January 2019 – June 2021

- Edited and published *CommLawBlog*, FHH's resource for clients and general public
- Designed and wrote copy for advertisements publicizing firm-sponsored events
- Maintained website and improved firm's presence with successful ranking campaigns for *US News & World Report* and *Chambers & Partners*
- Coordinated presentations and webinars for clients and continuing legal education sessions

The Religious Action Center of Reform Judaism (RAC), Washington, DC

Digital Communications Intern, September 2017 – December 2017

- Mobilized stakeholders by writing and editing blogs/ advertisements with crafted messaging
- Partnered with public relations firms to improve circulation of press briefings with media contacts

Phoenix Pioneer Products, Geneseo, NY

Founder, January 2016 – January 2018

- Developed a start-up for waste up-cycler through SUNY Geneseo's entrepreneurial incubator
- Awarded 2nd place in 2016 NYS Business Plan Competition's Energy and Sustainability Track

EDUCATION

Georgetown University, Washington, DC

Graduated May 2018

Master of Arts: Communication, Culture & Technology (GPA: 3.8)

Media Production Lab, Social Network Analysis, Digital Presence & Strategic Persuasion

State University of New York at Geneseo, Geneseo, NY

Graduated May 2016

Bachelor of Arts: Intercultural Communication, Minor: Anthropology