

REBECCA POTZNER

PERSONAL PROFILE

Banding my passions together to
elevate the voices of others.

Northern Kentucky University, 13
BA in Public Relations
Minor in Media Informatics

CONTACT

513-379-7148
helloitsrebeccapotzner@gmail.com
rebeccapotzner.com

BIG BRANDS I'VE WORKED WITH

Bonnaroo, Forecastle Festival, MLB,
NAACP, Western & Southern Open,
Pure Romance, CycleBar

PR + VIP EXPERIENCE

- **Ashton-Magnuson Media /
Louder Than Life Festival '17**
On-Site PR Assistant
- **EMILY TAN PR / Miami Music
Week '17** | On-site PR Assistant
- **MLB All Star Game Week '15**
On-site PR
- **Live Nation / Bogart's**
VIP Coordinator
- **Adventures in Wonderland /
Blink 182 Show '18**
VIP Assistant

EMPLOYMENT HISTORY

Marketing Coordinator

Live Nation / AC Entertainment (2018- Oct. 2020)

- Managed + created compelling content for social media channels including Bonnaroo, Big Ears, Exit 111, Forecastle, and The National Homecoming.
- Optimized fan experience by fielding customer questions and feedback via social channels, email, and ZenDesk.
- Engaged with artists, local communities and festival sponsors to develop content and promotions
- Designed, built and updated festival websites using on the Wordpress platform using HTML
- Produced and deployed weekly brand-specific emails

Social Media Manager/ PR Assistant

Game Day Communications (2014 - 2018)

- Launched agency's social media services by creating content + editorial calendars, placing ads, and compiling analytical reports for clients; as well as producing + pitching social media proposals.
- Accountable for real-time social media coverage at events including the Western & Southern Open, Flying Pig Marathon, and the 2016 NAACP National Convention
- Wrote media alerts, press releases, email blasts, + articles
- Developed targeted influencer lists for pitching and news release distribution
- Assisted with on-site press, including: 2015 MLB All Star Game Week, Marvin Lewis Community Fund events.
- Represented Cincinnati Tourism for radio interviews on the Cincinnati Reds Caravan
- Booked over 75+ acts to perform on the Flying Pig Marathon, Queen Bee Half Marathon, Hudepohl 14K and Bockfest 5K courses.

Owner / Editor / Publicist

BANDED PR (2011-Present)

- Conceptualized and brought the brand to life
- Built and maintain website + social media accounts
- Produce and edit articles and playlists
- Photograph live shows to bring the experience to our viewers
- Elevate client stories by writing bios + press releases, developing + executing social media + PR plans, creating EPKs, Spotify playlisting etc.