

REBECCA POTZNER

PERSONAL PROFILE

Intertwining my passions to elevate the voices of others.

Northern Kentucky University, 13
BA in Public Relations

Fun Fact: I have a #1 tattoo for my love for social media + music.

CONTACT

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Twitter + Instagram: @Beckuhbeck

BIG SOCIAL BRANDS I'VE WORKED WITH

Bonnaroo, Forecastle Festival, MLB,
NAACP, Western & Southern Open

PR + VIP EXPERIENCE

- **Ashton-Magnuson Media /
Louder Than Life Music Festival**

On-Site PR Assistant

- **EMILY TAN PR - Miami Music
Week** | On-site PR Assistant

- **MLB All Star Game Week**
On-site PR

- **Live Nation / Bogar'ts**
VIP Coordinator

- **Adventures in Wonderland |
Blink 182**
VIP Assistant

EMPLOYMENT HISTORY

Marketing Coordinator

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

- Created compelling daily + on-site content plans for social media channels including: Bonnaroo, Big Ears, Exit 111, Forecastle, + The National Homecoming.
- Led community management + customer service efforts to improve the fan experience.
- Produced brand specific emails for weekly distribution- Engaged artists, local communities, and sponsors to layer additional content + promotions into communications plan
- Constructed, customized + updated brand sites through Wordpress - HTML proficient.
- Consistent communication with the team to stay on track, relay up-to-date information, + share new ideas.

Social Media Manager | PR Assistant

Game Day Communications (2014 - 2018)

- Launched the agency's social media services by creating content + editorial calendars, placing ads, + 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, + the 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, Cincinnati Reds Caravan, + Marvin Lewis Community Fund events.
- Booked + placed over 75 Entertainment acts

Founder | Editor

BANDEDPR.com

- Write + design all social media content
- Communicate with artist teams to plan coverage + live performances.
- Maintain website, create playlists, write + edit articles.
- 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.