

**SUMMARY**

Writer with short stories published in Mechanic's Institute Review (Birkbeck), Storgy and anthology, Brick Lane Tales, by Brick Lane Publishing. Almasi League Micro Fiction Award Winner and longlisted for Myriad Editions First Draft Award 2017.

**EXPERIENCE****Marketing Director 2017 Storgy.com (current position)**

Working on monetising, crowdfunding and developing new income streams for the extremely popular literary online magazine Storgy.com.

**Digital Media Manager 2014-2016 Education Support Partnership**

Creating E-newsletter, Drupal website maintenance and web change requests, creating digital resources such as web banners, digital awareness campaigns (PPC and organic), social media management, content planning, Google Adwords and Analytics.

**Accomplishments**

- Project managed upgrade, redesign and content merging of three main websites for major rebrand, working with agency
- Rebranded and merged all social media accounts and vastly improved social media presence
- Helped #NotQuittingTeaching campaign to trend on Twitter
- Doubled website traffic over a two year period
- Doubled average open rate for E-newsletters
- Obtained Google Grants \$40K, quadrupling charity's Adwords marketing spend

**Digital Media Manager 2012-2013 Blue Ventures**

Digital Manager for award winning marine conservation charity Blue Ventures. Responsibilities included Google Adwords account management, social media, Salesforce administration, web project management and content editing using Joomla and Wordpress.

**Accomplishments**

- Project managed upgrade and redesign of main website with a team of developers
- Managed Salesforce integration with Formassembly and web to lead forms on site (to capture enquiries and volunteer applications)
- Improved design and increased traffic to all other social media accounts
- Increased conversion rate in Adwords

**Director 2008 -2013 Mimimyne**

Director of own award winning online eco store

**Accomplishments**

- Winner of Theo Paphitis Small Business Sunday Award 2011
- Winner of Greenest Trader 2011 Award NMTF
- Built up immense retail and internet marketing experience
- Chosen as a 'Sage Business Expert'
- Created Android App and Facebook 'virtual gifts' app

**2008 - 2012 Part Time ESOL Teacher Tower Hamlets Parents Centre**

Qualified CELTA and PTTLS teacher running ESOL course

**Accomplishments**

- Developed full ESOL curriculum for 90 Entry 1, 2 and 3 students
- Organised transition to becoming an Accredited ESOL Exam Centre

**2005 - 2012 Web Content editor for Silver River Productions****Accomplishments**

- Worked with web designer to create and edit visual and written content using HTML, Photoshop, Dreamweaver and later Wordpress
- Helped set up and design and social media accounts

**2005 - 2012 Webmaster for author Daisy Goodwin's personal website****Accomplishments**

- Updated content and helped set up and run social media accounts

**2011 Social Media Campaign Manager for Mammoth Screen TV Productions****Accomplishments**

- Created successful social media campaign for a BBC Drama Pilot
- Acquired nearly 1000 Facebook fans in one month through a combination of advertising and word of mouth
- Used blog outreach to create a 'buzz' and get reviews of the pilot online

**2010 Freelance Script Reader for Mammoth Screen TV Productions****2007-2000 Freelance researcher****Accomplishments**

- Researched and co-wrote Bringing Up Baby: The New Mother's Handbook for Hodder and Stoughton
- Researcher for the following best selling anthologies for Harper Collins: Essential Poems for Children, 101 Poems to Last a Lifetime, 101 Poems To Keep You Sane, 101 Poems To Help You Understand Men (And Women), 101 Poems To Get You Through the Night, Researched best-selling poetry anthology, 101 Poems That Could Save Your Life for Harper Collins

**2000 Fixer for The Lonely Planet Guide to California for Pilot TV Productions.****Accomplishments**

- Researched documentary subjects/ locations for producer Lucy Cooke

**1999 Talkback Productions****Accomplishments**

- Credits as researcher on 6 x 30 minute series for BBC2, The Lipstick Years, a documentary series about women's roles in society.

**1998 BBC Television Drama Serials**

Script Editor. Researching fiction and general development for drama.

**1999 Bi-media attachment to BBC Radio Drama****Accomplishments**

- Script edited six weeks and produced one weeks worth of a daily 15' drama series, Under One Roof, for Radio Four.
- One 30' drama, Promenaders
- One 60', A Shilling for Candles, for Radio Four.

**1998 BBC Radio Drama Researcher and producer.****Accomplishments**

- Producer of The Scythe (30' drama) with John Guerrasio and Bryony Glassco
- Dying for Love (15' short story)
- Marriage (15' short story)
- Winter Stories, a season of four 15' short stories read by Windsor Davies, Jane Lapotaire, Niamh Cusack and David Horovitch.

**1996 BBC TV Education**

Freelance script editor on 24 episode educational office soap, Twelve Steps to Better Management: The Drama (BBC Learning Zone)

**1995 BBC TV Scene (Education)**

Script Editor on A Man of Letters by Tim Firth (BBC2) and Acquisitions researcher (researching films for screening as part of Scene season).

Freelance reader for BBC TV Drama Series and Serials, Sony Films, Thames Television Drama

**1995-1994 BBC TV Drama Series and Serials**

Reader and trainee Script Editor.

**Accomplishments**

- Credits on Rich Deceiver directed by Gurinder Chadha.



[www.tabithapotts.com](http://www.tabithapotts.com) [info@tabithapotts.com](mailto:info@tabithapotts.com)

## EDUCATION

### **Oxford University, Corpus Christi College**

1989 - 1992 Oxford University, Corpus Christi College BA Hons English Language and Literature: First Class MA Oxon

## SKILLS

- Writing and editing for the web, newsletters, press releases, blogs and social media
- Social Media campaigns including Twitter, Google+, Youtube, Pinterest and Facebook Pages, PPC and organic
- Web content editing using content management systems, particularly Drupal, Joomla and Wordpress
- Google Analytics and Google Adwords management
- Front end development and digital skills HTML, CSS, Photoshop
- Script editing (TV) and drama production (radio)
- CELTA and PTLLS qualified ESOL teacher

## REFERENCES

Available upon request.