

Tabitha Potts

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PERSONAL PROFILE

An award-winning writer with a strong background in digital marketing, I am passionate about communicating ideas and developing strategies to help organisations grow their online presence and spread their message. As a creatively minded individual, I enjoy creating, editing and curating engaging content for multiple channels and this is backed up by proven marketing experience which allows me to really understand the brief and how to apply it to the relevant audience.

KEY SKILLS & ACHIEVEMENTS

As a writer:

- In 2018, I was longlisted for the Royal Academy Pin Drop Award and the Sunderland Short Story Award
- Finalist in the MIRONline Folk Tale Festival
- Highly Commended in the Booker Prize Competition
- Winner of Almasi Microfiction Prize 2017 (Beneath the Skin)
- Longlisted by Myriad Editions First Draft
- I have six stories published in online magazines and three in print anthologies
- Achieved a Distinction for my Dissertation (novel extract and essay) in Creative Writing MA

As a volunteer:

I am proud to be a citizen journalist for local newspaper www.romanroadlondon.com, a news and culture magazine for Roman Road in East London. I thoroughly enjoy my role as a Book Reviewer and my articles can be viewed here <https://romanroadlondon.com/author/tabitha-potts>.

CAREER HISTORY

Head of marketing

2020

I am now head of marketing for Globe Law and Business, the legal publishing firm

Freelance Writer/ Content Editor

2018 - 2019

Temporary Content Editor for Romanroadlondon.com website, now permanent book reviewer. Contributing Editor for new literary magazine, Elixir. Until recently I managed the MIRLive literary event for MIRONline (the Birkbeck literary magazine) and contributed reviews.

Storgy.com (Marketing Director)

2017 - 2018

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

Education Support Partnership (Digital Media Manager)

2014 - 2016

My role included digital marketing, creating e-newsletters, Drupal web content updates/maintenance and social media management/reporting including managing AdWords and PPC campaigns. I also project

managed the rebranding and design of their new website which involved the merging of three websites into one new site. I analysed and reported on KPIs using various tools including Google Analytics. In 2015 we were shortlisted for the Drum Marketing Awards In-house Marketing Team of the Year.

Blue Ventures (Digital Media Manager) 2012 - 2013

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.

Mimimyne (Director) 2008 - 2013

Director of my own award-winning ecommerce business Mimimyne, selling eco-friendly organic baby clothes, funky kids wallpapers, eco gifts and toys. I ran a regular business blog (Mimimyne News) and personal blog. Mimimyne was featured in several publications including Hello! online, Daisy Bridgewater's column in the Saturday Telegraph, the Sunday Times and the Express. Mimimyne was an Ethical Junction member and worked with ClimateCare to offset carbon emissions.

Tower Hamlets Parents Centre (Part Time ESOL Teacher) 2008 - 2012

Managed a student body of 90+ adult women (predominantly from the local Bengali and Somali communities) and had sole charge of curriculum, examination timetable and student records. Taught a modified form of the ESOL Skills for Life curriculum and managed process of becoming a Trinity College London exam centre. I also set up and run an IT skills class helping women learn how to use the internet, send emails, social networking sites, shop and look for work.

Web Content editor for Silver River Productions (part time) 2005 - 2012

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

Social Media Campaign Manager for Mammoth Screen TV Productions 2011

Freelance Script Reader for Mammoth Screen TV Productions 2010

Freelance Researcher 2000 - 2007

- Researched and co-wrote Bringing Up Baby: The New Mother's Handbook for Hodder and Stoughton with Daisy Goodwin
- 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

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

Talkback Productions 1999

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

BBC Television Drama Serials Script Editor 1998 - 1999

Bi-media attachment to BBC Radio Drama 1999

- Script edited six weeks and produced one week 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.

BBC Radio Drama (Researcher and Producer)**1998**

- 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.

BBC TV Education**1996**

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

BBC TV Scene (Education)**1995**

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

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

Reader and trainee Script Editor. Credits on Rich Deceiver directed by Gurinder Chadha.

EDUCATION & QUALIFICATIONS**Birbeck University****2017 - 2019**

Creative Writing MA: Merit

Tower Hamlets College**2008**

CELTA (Certificate in Teaching English to Speakers of Other Languages)
PTLLS (Preparing to Teach in the Lifelong Learning Sector)

Oxford University, Corpus Christi College**1989 - 1992**

BA Hons English Language and Literature: First Class

HOBBIES AND INTERESTS

My main hobby is kickboxing. I have been training for about four years with the Muay Thai World Champion, Ruqsana Begum. I am very interested in contemporary art and am an avid reader. I have also been studying photography in my spare time.