

# Mike Potter

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## References

Kim Hannel  
Managing Editor,  
*Indianapolis Monthly*;  
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(317) 684-8350

Natalie Attwell  
Managing Editor,  
*Sky Blue Window*;  
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Stephani Bloomquist  
Associate Digital Managing  
Editor,  
*Mpls.St.Paul Magazine*  
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Kyle Thomas  
Assignment Desk Supervisor,  
WTHR Channel 13;  
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## Member SPJ

Feb. 2012 - Present

## Experience

### *Campus Citizen* - Founder/Managing Editor [May 2012 - May 2013]

Transformed the struggling campus newspaper into a successful monthly magazine. Attracted a dedicated and talented staff. Oversaw production and finances. Directed both editorial and design content. Established framework that allowed publication to thrive after departure.

### *Sky Blue Window* - Writer/Contract Editor [April 2013 - Present]

Wrote dynamic stories about the arts and culture scene in Indianapolis. Produced visual elements to create unified visual and narrative storytelling. Uploaded and laid out content for the website. Assigned and edited stories and recruited freelance writers.

### *Indianapolis Monthly* - Editorial Intern [Jan. 2012 - May 2012]

Ensured accuracy of editorial content for the flagship print publication as a fact-checker. Assisted editors in researching stories. Wrote articles for each issue of the print publication. Beat deadlines in a demanding production schedule.

### *Indianapolis Monthly* - Digital Intern [May. 2012 - Aug. 2012]

Developed and curated content for the *Indianapolis Monthly* website. Worked with digital editor on social media practices and interactions. Produced blog and video content to run with specific packages. Updated content archives and presentation.

### *Mpls.St.Paul Magazine* - Editorial Intern [May 2013 - Aug. 2013]

Fact-checked articles for a variety of MSP Communications publications, including the flagship *Mpls.St.Paul Magazine*, *Viking* and *Delta Sky*. Generated engaging content daily for the *Secrets of the City* website. Wrote articles on Norwegian culture for *Viking*.

### *WTHR Channel 13 (NBC Affiliate)* - News Intern [Aug. 2012 - Present]

Accompanied teams out on assignment for dayside, evening, and weekend stories. Researched background for reporters, gathered audio and conducted interviews for photographers, edited video and audio for packages, and wrote anchor leads for producers and logged stories for packages.

## Education

**Bachelors of Arts:** Journalism/English-Creative Writing;  
Indiana University, Dec. 2013 (*anticipated*)

» Deans List, School of Liberal Arts (Spring 2012, Fall 2012, Spring 2013)

**Associates of Arts:** Fine Arts - Graphic Design;  
Vincennes University, May 2007

## Skills

**Photography** - still and video capture and editing (*Adobe Photoshop, Premier and After Effects*) for print and digital environments.

**Editorial** - generating pitches, reporting and editing engaging narratives of all sizes for print or the web.

**Design** - visual storytelling in print (*Adobe InDesign and Illustrator*) or on the web (*HTML5, CSS and Javascript*). Familiarity with web development for desktop and mobile applications.

**Language** - conversational in both *Spanish* and *German* languages.

**Web Content** - experienced with a variety of commercial CMS environments (*Wordpress, Foundation, Blogger*) as well as proprietary systems.

**Leadership** - building understanding, giving and receiving criticism, conflict management. Motivating both teams and individuals to meet goals on deadline.