

# TORI JAMES

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## EDUCATION

**Western Carolina University** | Cullowhee, North Carolina

**May 2022**

*Bachelor of Science in Communication and Public Relations*

Leadership Minor | Magna Cum Laude

## EXPERIENCE

**Entrepreneur** | Knoxville, Tennessee

**August 2019-Present**

*Content Creator*

- Marketed custom-designed and printed waterproof vinyl stickers to local college students and friends for profit
- Produced custom buttons for various events like tailgates, sorority events and holidays
- Created personalized bracelets, keychains and earrings for local college students and friends
- Strategized brand awareness goals for Double J Mouthcalls, my father's business
- Illustrated custom digital portraits on Procreate as gifts for profit
- Customized vinyl stickers for various mediums like graduation caps, cups, laptops, frames, and more

**Faith Promise Church** | Knoxville, Tennessee

**May-July 2022**

*Contracted Social Media Specialist*

- Developed an interactive and robust multi-channel social media strategy to drive engagement and brand awareness that increased Facebook unique interactions by 10% and Instagram by 42% in 1 month
- Produced copy write and other collateral about the church events, achievements, activities and staff that was still utilized after my contract ended
- Rejuvenated weekly newsletters with interactive and dynamic content that increased the delivery rate by 3% in 1 month

**Western Carolina University** | Cullowhee, North Carolina

**January-May 2022**

*Executive Leader, Public Relations Campaigns Capstone*

- Directed and executed a Connect, Share & Learn networking event
- Led all meetings, decisions and communication for the networking event with PRSA WNC board members, attendees and teammates
- Designed print and digital collateral such as brochures, programs, handouts, Eventbrite invitations, signage and email blasts that PRSA WNC board members requested for future use

*Vice President of Academics, Delta Zeta Sorority***January 2020-May 2022**

- Achieved a diverse skillset that includes public speaking, event planning, managing large groups and money management
- Revamped the academics engagement through diverse, educational and entertaining events that resulted in increased participation, positive attitude toward GPA requirements and reputation at the university
- Integrated positive reward and recognition for members in return for increased GPA or consecutive test scores to instill hardworking and determined qualities

**Robin Blu, Curated Goods & More** | Waynesville, North Carolina**August-December 2021***Public Relations and Digital Communication Intern*

- Reworked and maintained webpage content for new inventory that decreased checkout times, ease of payment and customer satisfaction
- Supplied design ideas, layouts and suggested illustrations or photography or combinations of both to maintain brand identity
- Excelled newsletter engagement through MailChimp with an average 98% delivery rate, 33% open rate and 4% click-through rate over 6 months

**Western Carolina University** | Cullowhee, North Carolina**January-May 2021***Social Media Marketing Capstone*

- Generated a 90-page audit that included a SWOT analysis, keywords, target audiences, search engine optimization best practices, social media strategy and user experience that educated the client about their current brand reputation
- Modeled an 8-month content calendar that provided immediate use for the client across various social media platforms, including visual and written mediums
- Presented a user-friendly website and social media presence with basic HTML coding, SEO practices and brand personality that would drive engagement and exposure when implemented

*Resident Assistant***August 2019-May 2020**

- Fostered and maintained a relationship with internal and external audiences, including attending special events and seminars as a school representative
- Managed all events, meetings and communication for 50 residents
- Promoted WCU to audiences and stakeholders for positive brand awareness

**CERTIFICATIONS**

- |                         |                    |                      |                   |
|-------------------------|--------------------|----------------------|-------------------|
| • HubSpot Social Media  | <b>August 2022</b> | • HubSpot Inbound    | <b>March 2021</b> |
| • Google Digital Garage | <b>May 2021</b>    | • Hootsuite Platform | <b>June 2020</b>  |

**SKILLS**

- |  |                        |
|--|------------------------|
| • LinkedIn, Facebook, Twitter, Instagram, TikTok and YouTube | • Adobe Creative Suite |
| • Microsoft Office   | • MailChimp            |
| • AP Style   | • Canva                |
|  | • WordPress            |