

TORI JAMES

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EDUCATION

Western Carolina University | Cullowhee, North Carolina
Bachelor of Science in Communication and Public Relations
 Leadership Minor | Magna Cum Laude

May 2022

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

Executive Leader, Public Relations Campaigns Capstone

January-May 2022

- 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*Social Media Marketing Capstone***January-May 2021**

- 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
- Google Digital Garage

August 2022
May 2021

- HubSpot Inbound
- Hootsuite Platform

March 2021
June 2020

SKILLS

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