



# Tori Gleeson

LOS ANGELES, CALIFORNIA | 404-279-2008 | TORIGLEESON74@GMAIL.COM

## EDUCATION

**2013-2017**

**Georgia College | Milledgeville, GA**

**Bachelor of Arts in Mass Communication**

with a focus in Advertising and Public Relations and a minor in Photography

**Summer 2016**

**LeadAbroad | Greece**

**Oglethorpe University, Study Abroad**

Leadership Development and Community Service

## HONORS & AWARDS

**HubSpot Marketing Inbound Certification 2017**

**National Society of Collegiate Scholars**

**Lamda Pi Eta**

Communication Honor Society

**President's & Dean's List**

**University System of Georgia HOPE Scholar from 2013-2017**

## SKILLS

### Core Competencies

Brand Strategy  
Social Media Strategy  
Copywriting  
Deck Creation  
Pitching/Presenting  
Market Research  
Content Development  
Performance Analysis  
Photography & Photo Editing

### Proficient Technology Applications

Adobe Suite  
(Photoshop, InDesign, Lightroom)  
Microsoft Office Suite  
(Word, Excel, PowerPoint, etc.)  
Google Apps  
(Docs, Sheets, Slides, etc.)  
Project Management Tools  
(Asana, Hootsuite, Basecamp, Slack)  
Customer Acquisition Platforms  
(Mailchimp, Zenreach, Popmenu)

## EXPERIENCE

**RALPH CREATIVE | LOS ANGELES, CA**

**12/2021 - Present**

**Creative Social Strategist**

- Lead creative strategy and concept ideation for Today's Top Hits (Spotify), Bottoms (MGM), Hijack (Apple TV+), Sharper (Apple TV+), Power Book II: Ghost S3 (STARZ), Selena + Chef S4 (HBO Max), and Better Nate Than Ever (Disney+).
- Craft strategy pitch decks for a variety of entertainment clients and brands.
- Translate the unique tone and voice of a campaign to concise copy and visuals.
- Communicate with clients to understand goals and manage expectations.
- Track asset approvals and report campaign results, drawing meaningful insights.
- Direct talent at marketing shoots and live premiere events.
- Spearhead Co.Lab; an all-agency meeting discussing the latest trends and top-performing campaigns in the industry.
- Supervise coordinators and manage weekly content calendars.
- Experiment with new social media trends and platforms.

**Creative Social Coordinator**

**10/2019 - 12/2021**

- Led STARZ Brand account with minimal supervision and pitched new social content on a biweekly basis.
- Crafted editorial calendars including copywriting, optimizing post times, and tracking creative assets and client approvals.
- Co-managed social campaign for Addams Family 2 (UAR) theatrical release.
- Supported strategists on social team by leading community management, participating in brainstorming, and assisting during pitch process.

**FAMILY FOOD GROUP | ATLANTA, GA**

**1/2018 - 9/2019**

**Marketing Communications Manager**

- Clients include Ceviche Taqueria & Margarita Bar, Shade Street Food + Bar, and The District Salon & Events.
- Designed and executed marketing strategies for three brands.
- Performed market research and created social campaigns as well as brand development plans to drive awareness and engagement.
- Managed website, Facebook, and Instagram accounts for three brands.
- Assisted in new restaurant opening debut while overseeing menu design and rapidly growing social media channels by 100%.

**AMERICASMART ATLANTA | ATLANTA, GA**

**Digital Marketing Intern**

**5/2017 - 8/2017**

- Collaborated with digital team on new ideas, direction, and execution of digital marketing communications.
- Assisted with exhibitor portal support, social media, email campaigns, website updates, SEM, and analytics.
- Performed social media audits and presented to senior managers.
- Reorganized and revamped AmericasMart Youtube page.
- Acted as App liaison for App-bassadors during July Market.