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Tori Dunlap

Storytelling | Content Creation | Leadership | Problem-Solving

PROFILE

Outgoing, passionate, and emotionally intelligent Communicator who excels at entrepreneurial action, self-motivation, public speaking, and empathetic thinking. A proven time manager and lover of all things social media. Seeking a marketing and communication position.

EDUCATION

Dual Degree: Bachelor of Science, Organizational Communication & Bachelor of Arts, Theatre (Honors Program)

University of Portland | Portland, OR

May 2016

National University of Ireland | Galway, Ireland (Spring Study Abroad)

GPA: 3.7

Entrepreneurial Scholar | *University of Portland* | *Portland, OR*

August 2015 - present

- Create and found a business venture; travel domestically and internationally
- Won second place in the Elevator Pitch Competition and Consortium
- Top 6 Finalist in the 100K Venture Challenge
- Active member of the Oregon Entrepreneurs Network

RELATED EXPERIENCE

Social Media and Promotions Manager | *The Art of Opportunity* | *Portland, OR*

December 2015 - present

- Create promotional strategies for new business design thinking book, "The Art of Opportunity" (Wiley)
- Devise and execute ideas for marketing tactics and posts for Facebook, Twitter, and LinkedIn
- Copy edit and review manuscript

Editor-in-Chief | *LOG Yearbook* | *University of Portland* | *Portland, OR*

May 2015 - present

- Winner of the 2016 Bob Boehmer Award for Student Media Excellence and Leadership
- Manage staff of fourteen in creating, designing, and executing book concept; resolve staff disputes
- Brainstorm and execute ideas for new revenue streams, and plan promotion events
- Lead social media strategies and program presence on campus
- Rebrand staff leadership, book direction, and on-campus reputation

Marketing/Public Relations Intern | *Point Defiance Zoo and Aquarium, Northwest Trek* | *Tacoma, WA* Summer 2015

- Updated detailed media list with over 1200 entries, and conducted donor and sponsor research
- Created and implemented social media campaign and contest: #trek40
- Helped to coordinate media coverage and draft press releases for zoo events

Social Media/Marketing | *University of Portland Pilots Volleyball* | *Portland, OR*

July 2015 - May 2016

- Increase Facebook post reach by 117% through live-updating games and providing team updates
- Organize group events and theme nights

Office of Admissions Tour Guide | *University of Portland* | *Portland, OR*

August 2013 - May 2016

- Engage, manage, and effectively communicate with large, cross-cultural groups and various audiences
- Successfully showcase and sell the best that University of Portland has to offer

ADDITIONAL EXPERIENCE

Copy Editor/Head Writer | *LOG Yearbook* | *University of Portland* | *Portland, OR*

August 2012-May 2015

- Managed three writers; delegated page assignments and edited drafts
- Worked with designer and photographer to meet weekly deadlines

Freelance Writer | *Newscastic* | *Portland, OR*

October 2014-October 2015

- Wrote stories and advertised them via social media, resulting in over 40 stories with 14,000 unique page views

Owner/Founder | *T.D.J. Snacks* | *Tacoma, WA*

2004-2015