

# Tori Hale

PROJECT MANAGEMENT | SOCIAL MEDIA STRATEGY | GRAPHIC DESIGN

## PROFILE

Hello! My name is Tori and I have 8 years of experience in a variety of marketing positions. Throughout my tenure as a marketing professional, I have specialized in social media strategy. Additionally, I have worked as a project manager, graphic designer, content creator, photographer, event planner and copywriter in a variety of roles throughout my career. I am a self-employed freelancer and would like to acquire additional skills and expertise that could be gained by joining an established marketing team. I have a unique perspective because I have performed many functions of an agency independently.

## CONTACT

 405.996.8030  
 tshaledesign@gmail.com  
 Oklahoma City, OK  
 tshaledesign.com

## EDUCATION

UNIVERSITY OF OKLAHOMA  
NORMAN, OK

Bachelor of Arts in Journalism  
Major in Advertising | Minor in Art  
May 2018

Alpha Omicron Pi Sorority, Xi Chapter  
Pledge Class 2013

## SKILLS

- Adobe Creative Suite proficiency
- Graphic design
- Social media strategy/analysis
- Photography/editing
- Email marketing proficiency
- Content creation
- Copywriting
- Event planning
- Creative thinking
- Organization

## EXPERIENCE

HALE DESIGN, LLC | Oklahoma City, OK & Duluth, MN

Owner | Feb 2021 - Present

- Create/execute social media plans based on clients' needs
- Product photography and shoot design
- Branding & graphic design for digital and print media

ALPHAMARK, LLC | Duluth, MN

Marketing Coordinator/Project Manager | Dec 2022-October 2023

- Managed a large client's marketing plan
- Collaborated with graphic designers to execute marketing plans
- Curated & executed a thorough social media strategy with a goal of increasing engagement and online traffic
- Planned and organized multiple client promotional events collaborating with community leaders to execute a project objective
- Planned & directed multiple product & lifestyle photoshoots

MONT DU LAC RESORT | Superior, WI

Marketing Manager | Feb 2022-December 2022

- Created and executed organic and paid social media strategies through data analysis with a goal of increasing ticket sales and foot traffic
- Curated print and digital ads and coordinated email marketing strategies coinciding with resort events and promotions
- Designed graphics and deliverables to create consistent branding across all platforms

NAIFEH FINE JEWELRY | Nichols Hills, OK

Director of Marketing | Apr 2020 - Jan 2021

- Managed social media across two platforms by curating content and executing growth strategies
- Planned and managed print and digital advertising, website, and email marketing with a goal of increasing online traffic
- Staged and photographed products for marketing purposes

DYNAMIC GAMING SOLUTIONS, LLC | OKC, OK

Director of Marketing | Nov 2018 - Mar 2020

- Organized all corporate events and trade shows
- Oversaw redesign of company website
- Created print and digital ads as well as promotional items for the sales team
- Managed social media, online presence and client projects

OKLAHOMA STATE FAIR, INC. | OKC, OK

Marketing/PR Seasonal Assistant | Aug 2018 - Oct 2018

- Photographed and created organic social media content for all entertainment and events
- Crafted promotional emails and press releases for distribution with a goal of increased ticket sales and foot traffic
- Assisted with website redesign