

Profile

Undergraduate marketing, advertising and graphic design student with experience in digital content creation. Strong written and oral communication skills. High energy, detail orientated, organized, with past work experience in customer service.



651-448-0076



tori.oliver@drake.edu



<https://torioliver.myportfolio.com>



72888 339th Avenue, Lake City, MN 55041

Skills

- Mac Systems
- Microsoft Programs
- Adobe Creative Suite
- Canva
- Audacity Audio Editing
- HTML and CSS
- Instagram
- Facebook
- Google Analytics

Organizations & Awards

Student Activities Board
August 2021 - 2022

Drake Outdoor Leadership Club
August 2020 - Present

President's List
2020-2021

TORI OLIVER

She/her/hers

Relevant Experience

Flynn Wright | *Jan 2023 - Present*
Media Intern

- Completed training courses and evaluations to receive media industry certifications
- Worked alongside a team of 10 to assist in the planning and implementation of campaigns

American Marketing Association | *Sep 2022 - Present*
Vice President Coca-Cola Project

- Integrated marketing communications project partnered with Coca-Cola
- Conducted research, created innovative marketing strategies, and sample designs for a Coca-Cola brand

Drake Outdoor Leadership Club | *Jan 2023 - Present*
Social Media Chair

- Created, scheduled, and monitored the club's social media content across platforms
- Increased engagement and reach of Instagram content by 8%

Student Activities Board | *Aug 2021 - May 2022*
Graphic Design Co-Chair

- Created weekly promotional designs for both digital and print display using Adobe and Canva
- Collaborated with a team of 7 to create a targeted marketing strategy for future communications

Drake University | *Aug 2021 - May 2022*
Peer Mentor & Academic Consultant

- Guided small group discussion and facilitated relationship building amongst first year college students
- Collaborated and communicated with First Year Seminar faculty and other mentors

Education

Drake University
Expected Graduation May 2024 | 3.99 GPA

Bachelor Of Science in Business Administration
Bachelor Of Arts in Journalism

Majors: Marketing and Advertising
Minor: Graphic Design

ISCTE University Institute of Lisbon
Lisbon, Portugal