

# Tori E. Hart

217-649-8245 • tehart@ilstu.edu • Normal, IL • www.linkedin.com/in/tori-hart



## EDUCATION

Illinois State University

Normal, IL

*Bachelor of Science Degree in Marketing – Integrated Marketing Communication*

May 2021

*Minor: Mass Media*

**Cumulative GPA: 3.9/4.0**

Dean's List: Fall 2017 – Spring 2019

## PRE-PROFESSIONAL EXPERIENCE

### **The Vidette Media Outlet**

Normal, IL

*Sales Account Executive Intern*

May 2019 – August 2019

- Met advertisement sales quotas by prospecting clients and satisfying their needs– generated over \$2000 in sales for the summer
- Worked with clients to create a satisfactory ending product by having an eye for design and media placement
- Advised clients about marketing strategy for their advertisements to ensure efficiency

### **La Croix Marketing – Riddle and Bloom**

Normal, IL

*Brand Ambassador Intern*

February 2019 – Present

- Innovate new marketing techniques to increase student interest in La Croix products
- Incorporate La Croix brand into my own social media and maintain brand practices through posts and events
- Sample 270 cans of product weekly and utilize social media to generate brand's product awareness on campus

### **Career Center – Illinois State University**

Normal, IL

*Career Ambassador*

April 2018 – Present

- Assist current ISU students and alumni with resume, cover letter, LinkedIn profile, and career related questions
- Contribute assistance with all Career Center events including career/internship fairs, workshops, and classroom presentations

*Peer Instructor*

December 2018 – May 2019

- Co-lead *IDS 106: Career Choice* class with an advisor
- Instructed and helped students with their career path and deciding a major that will fit their lifestyle
- Guided students with personal and professional development by providing and teaching them necessary resources

### **Admissions Office – Illinois State University**

Normal, IL

*Admissions Tour Guide*

December 2017 – December 2018

- Demonstrated excellent interpersonal, communication, and public relation skills by educating students
- Facilitated campus tours with enthusiasm and excitement by selling the greatest aspects of the university
- Adapted and adjusted tour presentation based on student/audience majors, interests, and opportunities

## CAMPUS INVOLVEMENT

### **Professional Business Fraternity – Alpha Kappa Psi**

Normal, IL

*Executive Board, Vice President of Marketing*

- Implement a new social media plan to increase consistency and brand presence including Facebook, Instagram, and LinkedIn
- Increased social media engagement by 8%, increased rushee attendance by 66% through personal and engagement marketing

*Vice President of Marketing for Stick It*

February 2019 – April 2019

- Co-founded Stick It, a custom design laptop sticker company where all proceeds are donated to autism awareness
- Create brand awareness by implementing a marketing plan as well as designing custom products for clients
- Profited over \$1200 within 8 weeks, utilized social media and campus marketing to reach sales

### **Women in Business**

Normal, IL

*Executive Board, Vice President of Corporate Relations*

October 2018 – Present

- Act as the main point of contact for all current corporate sponsors and companies associated with the organization
- Plan events with sponsors and practice effective communication skills
- Reach out to and network with companies while representing the organization's professionalism
- Acquired Caterpillar Inc. as the highest tier corporate sponsor for the organization

*Recruitment Committee Member*

December 2017 – May 2018

- Administered marketing techniques such as flyers and face to face recruitment while recruiting over 80 potential new members

### **Business Week**

Normal, IL

*Mentee/Mentor Program*

February 2019

- Experienced one week of professional development specifically in dinner etiquette, diversity in the workplace, and networking

## AWARDS AND HONORS

*Honor's Program – Illinois State University*

August 2018 – Present

*Redbird Scholarship Recipient*

August 2017 – Present

## SKILLS AND CERTIFICATIONS

Exposure to: Google Analytics (*currently undergoing certification*), Facebook Analytics, Instagram Analytics

Moderate knowledge of: Final Cut Pro