

TORI SIZEMORE

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864.642.8159

EDUCATION

Anderson University, Anderson, SC Graduated May 2017
Bachelor of Arts in Communications
Major: Public Relations | Minor: Marketing
Life and Founder Scholar

WORK EXPERIENCE

Palmetto Coastal Marketing Aug 2015 – Feb 2018
Spokesperson for Nissan of Orangeburg & Island Premier Dealerships

- Developed brand recognition for dealerships across the midlands and low-country
- Edited scripts, planned shoots, recorded commercials for television and radio
- Increased sales by more than 30% within first three months of campaign launch

Crawford Strategy Sep 2017 – Dec 2017
Marketing and Public Relations Intern

- Planned monthly content calendars for client social media, tracked results
- Wrote press releases, articles, and media advisories for news publishing
- Assisted in the coordination, preparation and execution of high profile events

First Quality SE Jun 2016 – Aug 2016
Communications Intern for Human Resources Department

- Crafted messages for leadership and internal communication over seven locations
- Enhanced consistency and professionalism of HR communication methods
- Developed external communication strategy to aid in recruiting

RELEVANT ACTIVITIES

Miss South Carolina USA 2018 Nov 2017 – Present
Brand representative for state, national, and international organizations
Utilizes social media, broadcast opportunities and in-person appearances to increase brand recognition and engagement

Adoption Advocacy Feb 2012 – Present
Co-founded annual 5K fundraiser for foster children in South Carolina
Raised \$9,000+ to create a media campaign featuring adoptable foster children

FCA Leadership Team May 2014 – May 2016
Served as the lead event planner for Anderson University organization

QUALIFICATIONS

- Experienced in Adobe Premiere Pro, Microsoft Office, and Squarespace
- Seasoned in front of and behind camera as subject, videographer and editor
- Proficient at developing and delivering speeches, scripts, and messaging
- Skilled at project planning and strategy development
- Strong people skills and high emotional intelligence