

TORIE RICHARDSON

social media marketer | fb + ig advertiser | copywriter
event curator & talent booker | editorial writer & publication mgmt.

Visit torierichardson.com for a portfolio,
case studies, & full client roster.

Remote | San Diego, CA
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SKILLS

- Superb written & verbal communication skills
- Creative in brand copywriting & efficient in precise editing
- Pro in maintaining brand voice
- Expert in Facebook & Instagram paid advertising
- Proficient in content strategy, creation, & analytics
- Skilled in audience engagement & community management
- Leader with experience managing teams up to 40+ individuals (and smaller teams amongst them)
- Capable of executing projects with tight turnarounds
- Self-motivated, quick-learning & prompt
- Quick to adapt to new environments, industries, & challenges
- Strong networking skills with keen awareness of local industry
- Experienced in building, collaborating with, & leading creative teams
- Pro pinchhitter for time-sensitive marketing campaigns

- » Channels | Facebook, Instagram, LinkedIn, Twitter, Pinterest, Yelp, TripAdvisor
- » Social Media Tools | Buffer, Hootsuite, Hubspot, Later, native scheduling tools
- » Etc. | Asana, Canva, Google Drive, Google Docs & Sheets, G-Cal, Microsoft Office, Slack, Trello, WordPress, Zoom

EXPERIENCE

Founder & CEO, Spoken Creative LLC: Social Media Marketing & Advertising

April 2013 - Present (*previously freelancer; recently created LLC*)

- *Note: I work both as a freelancer & under my LLC to provide these services.
- Developing & executing high-level social media strategy to grow brand presence
- Creating & leading omni-platform marketing creative campaigns with cross-collaborative teams
- Running high-performing Facebook & Instagram advertising campaigns with budgets ranging up to \$20,000, both short- and long-term
- Tracking analytics & tweaking strategy for performance
- Writing & editing content (i.e. brand messaging, press releases, newsletters, website + ad copy, etc.)
- Graphic design of visual stills & videos via Canva
- Basic website creation via Squarespace

Clients include:

» Consumer & Retail | Eros Mortis, Fluora LED Plant, Lolli and Pops, Tamo Design, Viral Guard Systems, Wild Feather
» Music & Arts | 1015 Folsom, DJ Dials, Dusty Rhino, Inquiry Collective, Love Long Beach Festival, Monarch SF, Monarch Gardens, Public Works SF, The Great Northern
» Health & Wellness | California Craft CBD, Deep House Yoga
» Hospitality & Resorts | Indian Springs Calistoga
» Nonprofits & Social Good | Animal Zone, Far Away Project
» Restaurants & Bars | Asiento, The Pawn Shop, Sam's Social Club
» Real Estate & Interior Design | Belle Vie, Ahern + Kalmbach, Tarlton Properties
» Technology | Altos Research, Brex, Gusto, Hazel Health, LeadStack, Inner Circle Labs, various clients under NDA

EDUCATION

University of California, Berkeley

Bachelor of Arts in Film Studies with a GPA of 3.56

Talent Booker & Marketing Director, Monarch Gardens

January 2023 - Present

- Booking weekly events for a new San Francisco outdoor venue for music, corporate, & private events
- Managing event coordination and cross-promoter and team communications to ensure events run smoothly
- Launching and growing social media presence for MG brand & event promotions on Instagram and Facebook
- Curating and leading my own events at the space

Marketing Head & Events Lead: Inquiry Records, ICARUS Art Car, Dusty Rhino Art Car

January 2016 - Present

- Spearheading, planning & hosting large-scale fundraisers for respective art groups and Inquiry's record label and music collective
- Leading social media campaigns to generate ticket sales
- Amplifying each individual brand with a unique voice and appeal to niche art and music audiences on social media & delivering engaging content
- Increased ICARUS' Facebook following by 94% & total reach by 1,565% in 3 years

Director of Social Media, Homepoint

November 2020 - April 2021

- Developed social media strategy, calendar, & content for Homepoint's FB, IG, 3 LinkedIn accts, and Twitter to increase brand voice & role as a mortgage thought leader & lender
- Led social media marketing campaigns for a company rebrand & an Initial Public Offering (IPO)
- Grew engagement across platforms by +460.4% in Q1 2021 alone

Editor In Chief, EDMTunes

March 2016 - July 2023

- Creating, editing & overseeing editorial content via WordPress; ensuring SEO ranking across site (1.8M UMV)
- Managing team of 40 writers and editors