

# Tori Robinson

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## Professional Experience

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### Aramark at USF

*Marketing Coordinator*

**August 2021 - Present**

*Tampa, FL*

- Coordinate the day-to-day, monthly, & quarterly marketing efforts and customer satisfaction events for 30+ dining locations across the Tampa and St Petersburg campuses.
- Collaborate with the marketing team to develop successful campaigns to increase meal plan sales and retention.
- Achieved over a 100% increase in social media presence and followers over 1 year through content creation, giveaways, and weekly promotional events.
- Create weekly marketing newsletter email blasts to the campus community while increasing the open rate from 8% to 40%.
- Amplify and update the account's website to maintain accuracy, relevancy, hours of operation, and drive overall engagement.
- Train, manage, and schedule 13 student employees who assist in various marketing initiatives to help increase revenue and customer satisfaction.

### *Marketing Intern*

*Tampa, FL*

- Answered customer service questions and concerns via email, phone, tabling, and office walk-ins.
- Successfully implemented a strategic marketing campaign for the account's meal plan incentive program to increase retention.
- Utilized Microsoft Word and Excel to organize student information related to dining to track feedback and meal plan usage

## Education

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**University of Florida, MUMA College of Business**

*Tampa, FL*

***Bachelor of Science in Marketing***

## Certifications

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**Mobile Experience Certification**

**May 2022**

Google Skillshop

## Additional Skills

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Technical Skills: Microsoft Access, Tableau, Project Management, Graphic Design, Canva, Advertising, Event Planning