

Tori Robinson

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Professional Experience

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

University of South Florida, MUMA College of Business

Tampa, FL

Bachelor of Science in Marketing

Certifications

Mobile Experience Certification

May 2022

Google Skillshop

Additional Data

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

Interests: Travel, Music Enthusiast, Concert Photography, Volunteering at Puppy Rescue Flights - Orlando, Ice Skating