



225.572.1329 | VFREEM2@GMAIL.COM | TORIFREEMAN.WEBLY.COM

PROFESSIONAL EXPERIENCE

PUBLIC RELATIONS CONSULTANT Youth Oasis Children's Shelter Baton Rouge, LA | Aug 2015 - December 2015

- Conducted primary and secondary research on behalf of client.
- Established an agency and created an agency style guide for Thrive Public Relations.
- Developed #KidsDon'tHavePriceTags campaign
- Developed a fundraising "Raise the Roof" event targeting the young adult publics within the Baton Rouge community to raise money for nonprofit.
- Planned and implemented the "Raise the Roof" fundraising event.
- Implemented goals, objectives, strategies and tactics throughout the campaign.
- Measured the success of the campaign through a post-campaign survey.
- Created a campaign book detailing the research, planning, execution, evaluation, and stewardship of the campaign.

PUBLIC RELATIONS MANAGER Trish Freeman Insurance Services Gonzales, LA | Aug 2010 - Present

- Working with media outlets to publish timely company information, such as press releases, blog posts, email campaigns and other materials
- Implementing social media strategies such as graphics, hashtags and boosting posts
- Producing and publishing mass communications with email blasts and marketing campaigns
- Brand development, advertising, graphic design and logo design for company website

EDUCATION

LOUISIANA STATE UNIVERSITY

Manship School of Mass Communication

Baton Rouge | Graduated December 2015

Bachelor of Arts, Mass Communication, Concentration: public relations

Minor: business administration

GPA: 3.2

VOLUNTEER

VOLUNTEER SERVICE PRODUCTION

Healing Place Church | Baton Rouge

Jan 2010 - Present

- Production in technical, textual, audio and visual aspects
- Production of worship services, ministry meetings and special events

CERTIFICATION

HOOTSUITE SOCIAL MEDIA CERTIFICATION Hootsuite

Expert-level social media knowledge and skill with the Hootsuite dashboard

Certified April 2015



PUBLIC RELATIONS/DESIGN MANAGER VIP Ink Publishing New Orleans, LA | Jan 2015 - Aug 2015

- Drafting and releasing press releases to local media outlets
- Coordinating interview times / dates / locations with authors, potential clients, media outlets
- Coordinating book release events, book release promotions, venues, invitation guest lists
- Transcribing interviews both for books and media release purposes
- Promotional graphic designer, book layout designer and book cover designer

DESIGN INTERN Syngenta Crop Protection St. Gabriel, LA | June 2012 - August 2015

- Designed logos for multiple departments at Syngenta Crop Protection
- Created logos for the Unit Safety Committee and Operational Excellence programs

SPORTS REPORTER Louisiana State University Tiger TV Baton Rouge, LA | Aug 2013 - May 2014

- Reported and edited 2-3 minute packages
- Put together VO/SOTs and posted updates for the Tiger TV website
- Conducted interviews with SEC athletes and coaches.

ORGANIZATIONS

PRSSA AT LSU

Public Relations Student Society of America

Member from Jan 2015 - Present

PHI SIGMA THETA

LSU National Honor Society

Member from Aug 2011 - Present

HONORS & AWARDS

TUITION OPPORTUNITY PROGRAM FOR STUDENTS (TOPS)

TOPS Scholar

Awarded April 2011 - Jan 2015

LOUISIANA STATE UNIVERSITY DEAN'S LIST

Dean's List Award recipient

Awarded April 2012 - Aug 2015

LSU DISTINGUISHED COMMUNICATOR AWARD

Communication Across the Curriculum

Awarded October 2015

AREAS OF EXPERTISE

- Social media networking
- Brand development
- Video and digital media
- Logo design
- Marketing communications
- Media relations
- Graphic design
- Photoshop
- InDesign
- Premiere Pro