

TORY DAVIS

write | tory.a.davis@gmail.com
call | 626.840.2568
stalk | torydavis.com

EDUCATION

Pepperdine University, 2010
BA Public Relations
+ (summa cum laude)

EXPERIENCE (IN YEARS)

8+ - marketing / design
7 - start-up / small business
6 - operations
5 - management

CURRENTLY

Freelancing : design, social media, digital marketing, and small business consulting

MANAGER, MARKETING + BRAND STRATEGY // SPEEDPLAY // APRIL 2015 – APRIL 2017

- + Managed regional operations of fitness studio, leading a team of 12 trainers, 10 front desk staff, and a GM
- + Developed and executed digital marketing strategy, including social media management
- + Directed creative initiatives for photographers, web designers, and social media assistants
- + Produced photo and video content for Instagram, Facebook, website, blog, and app
- + Developed partnership strategy with brands and influencers (ex: Nike, Lululemon, Propel)
- + Created and executed email marketing strategy using MailChimp
- + Designed flyers, promotional materials, and web graphics using Adobe Photoshop and Illustrator

- + Oversaw budgets and timelines of ongoing projects, including recruiting, permitting, and marketing
- + Presented weekly and monthly status reports and analysis of client traffic, sales, and retention
- + Implemented procedures to correct inefficiencies with staff tasks and company-wide communication
- + Coordinated class schedule of 60-70 classes per week across two locations

ACCOMPLISHMENTS:

- + Without increasing expenses, Speedplay saw an 86% increase in sales in six months by implementing plans to alter pricing options, update class program design, and start a more effective retention program
- + Creative promotional ideas and marketing campaigns increased average monthly sales by 23%
- + Brought national recognition to the Speedplay brand through social media and public relations efforts :: Speedplay was featured in PopSugar, Well + Good, and People

OPERATIONS CONSULTANT // URBAN MED // JAN 2016 – JAN 2017

- + Recommended tactics for cutting operational costs and improving operational efficiency
- + Consulted on social media and marketing strategies
- + Provided bookkeeping and financial reports

ACCOMPLISHMENT: Located inefficiencies in contractor payments to cut costs by 20%

MANAGER // URBAN MED // NOV 2011 – JAN 2016

- + Managed and oversaw regional operations of medical office
- + Managed social media and email marketing
- + Directed website re-design project
- + Coordinated off-site wellness services for large corporate partner at Coachella and Stage Coach

ACCOMPLISHMENT:

- + Increased collections by 125% in less than a year by developing a better system to track claim payments

OTHER TITLES FROM THE PAST // Studio Coordinator, Conference Coordinator, Recruiter, Administrative Assistant