

TORI MCCARL

CREATIVE BRAND
MANAGEMENT STUDENT

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EDUCATION

VCU BRANDCENTER 2020-2022

M.S. in Business - Creative Brand Management

Product Design work featured in Sixty magazine

Winner of the 2022 Sprint Competition

VIRGINIA COMMONWEALTH UNIVERSITY 2016-2020

B.A. in Political Science ; B.S. in Psychology

Captain of Division I Lacrosse Team

VCU Athletics DEI Committee - Social Media

Subcommittee

PROFESSIONAL EXPERIENCE

Strategic Planning Intern - Weber Shandwick

January 2022 - Present

- Clients: USPS, Grupo Bimbo, REG, USAA
- Use competitive analysis to uncover sustainability messaging conventions in the food CPG category
- Lead brief development for USPS social media content

Digital Marketing Intern - Virginia529

May 2021 - January 2022

- Evaluated digital marketing metrics and put together monthly KPI reports to inform channel performance
- Wrote blog posts using keywords via SEMrush to anticipate and answer customer questions
- Worked with a team to develop customer personas and customer journey maps

SKILLS

Intermediate Spanish

Brand Strategy & Positioning

Competitive Analysis

Qualitative & Quantitative Research

- Surveys, Discussion Guides, Focus Groups, Interviews

RFPs, Proposals

Scope of Work Development

Creative Briefs

Adobe Creative Suite

Confident Presenter

ASK ME ABOUT

- Why Chess x Bud Light is the collaboration you didn't know you needed
- My published children's book that only 2 libraries in the world have access to
- My DiSC personality type and what that means for me in the workplace