

TW TORI WILKINS

Art Director

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Instagram

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TikTok

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ABOUT ME

Fangirl-turned-art director with a focus on marketing and graphic design. Highly passionate about and influenced by design, music, and their intersection. Committed to creating unique promotional content while adapting to dynamic trends within pop and fan culture. Driven by personal involvement in fandoms to foster supportive communities and spread the power of music and live entertainment.

EDUCATION

Savannah College of Art and Design

BFA in Advertising and Branding

2020 – 2024

- Art Direction Concentration
- Graphic Design Minor
- Summa Cum Laude

SKILLS

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Microsoft Office
- Canva
- Figma
- Midjourney

Technical

- Graphic Design
- Photography
- Social Media (Instagram, TikTok, Twitter, Pinterest)

Professional

- Leadership
- Teamwork
- Creative Thinking
- Organizational Skills

AWARDS

- Augusta ADDY Awards 2024: **Best In Show, Gold x3, Silver**
- SCADDY Awards 2024: **Best of Show, Gold, Silver**
- SCADDY Awards 2023: **Silver**
- Dean's List 2020–2024
- Won Harry Styles tickets from a SeatGeek TikTok Contest (@GiftASeat)

PROFESSIONAL EXPERIENCE

SCADpro x BMW, Savannah, GA

March – June 2024

MARKETING LEAD

- Led the marketing efforts for a SCADpro x BMW Mixed Reality Marketing Campaign, collaborating with industry experts and 23 multifaceted peers.
- Managed the marketing team, overseeing concept development to curate the identity of the campaign and maintain brand consistency.
- Communicated with project leads and led cross-functional meetings to synchronize marketing objectives and foster effective collaboration among diverse teams.
- Organized timelines and delegated tasks to ensure effective time management and adherence to client checkpoints.

Barbarian, New York City, NY

June – August 2023

CREATOR

- Conceptualized and fully produced social post examples for client pitches.
- Collaborated with other creators on projects and presented them to the creative team.
- Carefully followed creative briefs and problem-solved with the strategy and creative teams to produce the desired content.
- Researched current trends, creators, and major events daily to inform my work and catch fleeting marketing opportunities.

Grand Traverse Resort and Spa, Traverse City, MI

June – December 2022

BANQUET SERVER

- Multitasked and collaborated with other servers to efficiently provide equal service to all guests and enhance their overall dining experience.
- Communicated with leaders to prepare event spaces and ensure smooth operation.
- Adjusted service based on event type, customer requests and kitchen readiness.

ACADEMIC EXPERIENCE

Nespresso – Integrated Campaign and Brand Film

2024

- Crafted an integrated campaign alongside a creative team, using skills in digital marketing, content creation, and social media strategy to generate earned media.
- Collaborated with a full film crew to produce a compelling brand film that positions Nespresso as a brand that enhances morning routines with small luxuries.
- Utilized the Adobe Creative Suite and AI resources to bring the campaign to life.
- Researched product competition to determine campaign direction and message.

Vans – Integrated Campaign (Best In Show and 3 Gold ADDYs)

2023

- Designed and led a six-ad campaign and organized a photoshoot for the execution.
- Collaborated with a photographer and directed models to achieve desired visuals.
- Researched the target audience and selected suitable tactics for max exposure.
- Wrote copy and created mockups to fully see the campaign through.