

Victoria “Tory” Irwin

Greater Pittsburgh Area | 724-714-5554 | vrirwin@gmail.com | toryirwin.co

Work Experience

SENIOR CONTENT COMMUNICATIONS SPECIALIST | SAE INTERNATIONAL | JULY 2021 TO PRESENT

- Develops and implements the organization's thought leadership and content creation strategy across SAE-owned channels
- Generates, edits, publishes and shares relevant, high-quality content daily that builds meaningful connections and encourages community and event engagement and member activity
- Collaborates with other SAE business teams to coordinate and manage content, identify key stakeholders and subject matter experts, and maintain SAE's brand voice and reputation
- Executes social media strategy through competitive research, benchmarking, messaging, and audience identification
- Oversees and provides strategic guidance for junior-level staff responsible for tactical execution of social media activities
- Provides additional writing and logistical support as needed

DEI COUNCIL MEMBER | SAE INTERNATIONAL | DECEMBER 2022 TO PRESENT

- Coordinates communication among council members and key internal stakeholders to facilitate progress in developing diversity, equity, and inclusion (DEI) initiatives
- Designs and implements communication plans for diversity, equity, and inclusion related communications
- Identifies and executes cross-department partnerships to achieve team goals

INTERNAL COMMUNICATIONS MANAGER | WASHINGTON & JEFFERSON COLLEGE | MARCH 2021 TO JULY 2021

- Created and maintained internal communication policies
- Drafted communication of strategies and messages from senior leadership, working closely with the Vice President of Student Life/Dean of Students and the Vice President of Communication and Marketing
- Managed content for internal messaging, including drafting e-newsletters and campus announcements
- Trained other W&J community members on internal communication practices
- Oversaw the College's PrezPoint (Student Life) social media platforms
- Developed and oversaw committee of student workers to provide student voice and insight to campus communications

CAMPUS COMMUNICATIONS COORDINATOR | WASHINGTON & JEFFERSON COLLEGE | AUGUST 2019 TO FEBRUARY 2021

- Wrote news and feature articles for the College's website and intranet
- Created print and digital materials to communicate College news, events, and announcements to internal stakeholders
- Managed social media profiles for Student Life including the institutional Instagram and Twitter accounts
- Wrote and implemented a training program for students, faculty and staff on industry best practices for social media content creation
- Created concepts for marketing video and writes scripts, when necessary
- Provided coverage for college events and assistance in filming, updating social media, and other areas, when necessary

MARKETING AND COMMUNICATIONS ASSOCIATE | WASHINGTON & JEFFERSON COLLEGE | APRIL 2017 TO JULY 2019

- Wrote and edited dynamic copy for both internal and external communications, including news-style articles
- Worked with proprietary CMS to update College website
- Managed institutional social media accounts for the College and created unique content including video, graphics, and share quizzes

ECOMMERCE CONTENT COORDINATOR | DICK'S SPORTING GOODS | SEPTEMBER 2016 TO FEBRUARY 2017

ADMISSIONS REPRESENTATIVE | SOUTH UNIVERSITY | NOVEMBER 2015 TO JUNE 2016

COUNTY COURT BEAT REPORTER | WILLIAMSPORT SUN-GAZETTE | APRIL 2014 TO NOVEMBER 2015

Skills

Writing, proofreading, editing, ideation, content creation, communication, leadership, Microsoft Office Suite, Adobe InDesign, Photoshop, and Premiere.

Education

B.A. | ENGLISH/CREATIVE WRITING | LYCOMING COLLEGE | AUGUST 2010-MAY 2014

MPS | STRATEGIC COMMUNICATION | PENNSYLVANIA STATE UNIVERSITY | IN PROGRESS