

# Tori Foushee

## FILM AND MEDIA PROGRAMMER

### CONTACT

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Based in St. Louis, MO

### EDUCATION

University of Missouri  
Fall 2016 - Spring 2020

Bachelor's of Journalism in  
Strategic Communication,  
Minor in Film Studies &  
Multicultural Studies Certificate

### SKILLS + STRENGTHS

Content Programming and Strategy  
Data Analysis  
Futuristic Thinking  
Problem Solving  
Project Management  
Market Research  
Media Buying and Planning

Google Suite  
Google Ads  
Google Analytics  
Display Video 360  
Microsoft Office  
Tableau

## PROFESSIONAL EXPERIENCE

### D2C FILM PROGRAMMING COORDINATOR | JULY 2022 - PRESENT

*FilmRise* — Brooklyn, NY

- Track inventory/existing acquired content for FilmRise's independently owned AVOD streaming network—the largest provider of digital streaming in the world.
- Analyze data and content catalogs from major entertainment studios and distribution companies to strategically recommend film and television programs for FilmRise to acquire.

### ASSOCIATE MEDIA STRATEGIST | NOV. 2021 - JULY 2022

*HLK* — St. Louis, MO

- Drafted and activated yearly media plans; managed RFPs and internal and external partner communications, evaluation sheets, recommendation decks, custom creative approvals, trafficking and launch confirmations.
- Assisted Sr. Media Strategist and Media Director with cross-channel campaign insights and optimization recommendations.

### ASSISTANT STRATEGIST, DIGITAL ACTIVATION (PROGRAMMATIC), WARNER BROS. THEATRICAL | MAY 2021 - NOV. 2021

*Hearts & Science* — Burbank, CA

- Built, analyzed, optimized and reported on Google Ads and DV360 campaign performance.
- Assisted with all other buying duties, i.e. programmatic media planning, tag tracking, and billing/invoice reconciliation.

### SOCIAL MEDIA COORDINATOR | SEPT. 2020 - MAY 2021

*Crux KC* — Kansas City, MO

- Strategized alongside Account Coordinators and Directors to create compelling content that drove engagement and increased web traffic.
- Managed and analyzed social content and performance for 12-15 B2B clients, daily.

### SOCIAL MEDIA COORDINATOR INTERN + FREELANCE SOCIAL MEDIA COORDINATOR | JUNE 2020 - AUG. 2020

*New Honor Society* — St. Louis, MO

- Developed digital content ideas and social media strategies for Microsoft Education and its affiliate brands.
- Executed tactical deliveries such as posting content, community management, industry research, and data reporting for Microsoft Education, and an additional pro bono client as part of the organization's summer internship program.

### SOCIAL MEDIA ASSISTANT | JAN. 2019 - MAY 2020

*MU Libraries* — Columbia, MO

- Assisted in the day-to-day marketing development of MU Libraries' social media platforms through innovative strategy and engaging content.
- Served as the organization's primary community manager and answered appropriate questions followers of MU Libraries tagged or mentioned the account in.

### PRESS + SOCIAL MEDIA ASSISTANT | DEC. 2019 - MAR. 2020

*True/False Film Fest* — Columbia, MO

- Recruited, scheduled, and advised a team of 3-4 marketing volunteers who helped collect content throughout the weekend for the Fest's social media channels.
- Gathered press coverage and social content about the Fest to amplify True/False's online presence and encourage media sharing among partner organizations.