

Rory Gory

Writer and Content Producer

@rorygory

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[LinkedIn](#) | [IMDB](#)

EXPERIENCE

The Trevor Project — *Digital Marketing Manager*

LOS ANGELES, CA | AUGUST 2016 - PRESENT

Doubled social media audience to over 1.8 million followers across platforms while increasing engagement and positive sentiment.

Grew Facebook fundraising income to almost two million annually.

Writes articles and co-branded content with corporate partners.

Creates a unified brand voice while speaking about sensitive topics like identity, diversity, and mental health to a youth audience.

United Way of Greater Los Angeles — *Communications Manager*

LOS ANGELES, CA | JANUARY 2016 - AUGUST 2016

Created over 160 pages of inspirational speeches, impact reports, letters from the CEO, email campaigns, and donor communications.

Garnered celebrity endorsements and trended across platforms during the Inaugural Women's Summit, raising 1M to end poverty.

The Alliance of Women Directors — *Social Media Manager*

LOS ANGELES, CA | NOVEMBER 2014 - JANUARY 2016

Increased following by 588% and raised unprecedented awareness for gender disparity among industry leaders and organizations.

Developed strong community partnerships with related nonprofits while attracting organic engagement among directors and allies.

Freelance — *Director and Digital Content Producer*

BOSTON, MA & LOS ANGELES, CA | OCTOBER 2010 - PRESENT

Creates marketing campaigns and produces digital content for nonprofits, universities, festivals, and independent businesses.

EDUCATION

The School of the Art Institute of Chicago — Chicago, IL *Bachelor of Fine Arts | Concentration in New Media*

SEPTEMBER 2007 - JUNE 2010

Year abroad at the University of Fine Arts, Berlin.

Recipient of Academic, Merit, and Americorps Scholarships.

VOLUNTEER & SERVICE

Digital Committee Member

Women In Film

November 2014 – 2018

Board Member

Cinefemme

January 2016 – 2017

Corps Member

City Year Chicago

Americorps

August 2005 – June 2006

SKILLS

Copywriting Speeches, newsletters, video scripts, emails, articles.

Bylines USA Today, Teen Vogue, Bustle, them., Dictionary.com.

Areas of Expertise LGBTQ identities, mental health and suicide prevention.

Analytics Hootsuite, Iconosquare, Simply Measured, Sprout Social.

CERTIFICATIONS

Convergence Media

Certificate California State University 2015

Digital Filmmaking

Certificate Boston

University 2012