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<https://torifalcon.journoportfolio.com/>

# TORI FALCON (she/they)

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## SKILLS

Experienced writer and culture worker with a demonstrated history of working in the communications and media industry. Skilled in Feature Writing, Opinion Writing, Photography, News Writing, Public Speaking, Social Media, Press Relations, Narrative Development, Website Design and Arts & Culture programming.

## EXPERIENCE

### **MOVE Texas, TEXAS** – *Senior Communications Manager*

March 2022 – PRESENT

- Lead the strategic vision and daily operations of the Communications Division, shaping organizational messaging, press relations, and social media.
- Serve as a primary storyteller and spokesperson across media and coalition spaces.
- Identify and seize narrative opportunities in every setting while training and coaching members, organizers and artists to share their stories with confidence.
- Manage and mentor the Digital Communications Associate and collaborate directly with programs and campaigns for communications strategy.

### **MOVE Texas, TEXAS** – *Communications Associate*

January 2020 – March 2022

- Executes a strategic, influential, and dynamic digital engagement program to consistently articulate the MOVE Texas mission, vision, and values on our digital platforms.

### **What the Femme!?** Podcast, Denton, TX – *Social Media Manager*

November 2019 – December 2020

- Created engaging promotion including graphics and audio clips for weekly podcast episodes and co-hosted biweekly episodes

### **Special Abilities of North Texas, Lewisville, TX** – *Fundraising and Development*

June 2019 – March 2020

- Assisted the CEO with fundraising opportunities, writing grants, and social media.

## **The Dentonite, Denton, TX** – *Editor-in-Chief*

2018 – 2019

- Oversaw section editors and ensured high quality, cultural, and hyperlocal content was published regularly.

## **University of North Texas G-Force, Denton, TX** – *Multiple Roles*

January 2017 – May 2019

- Managed and created content for UNT G-Force's Twitter, Facebook, Instagram, and YouTube channels, producing engaging multimedia posts to boost visibility and student engagement.
- Led multiple mentor teams in local high schools, guiding students through college and career exploration while collecting and reporting impact data to supervisors.
- Mentored high school students across the DFW area on post-graduation pathways, providing guidance on applications, financial aid, resume building, and job readiness.

## **PUBLICATIONS**

### **Dallas Observer – Denton, TX** – Freelance Writer

October 2019 – February 2020

- Pitch and execute feature stories on local music.

### **Progress Texas, TEXAS** – Content Contributor

October 2019 – March 2020

- Pitch and write stories on immigration and queer issues for the rapid response media's blog.

### **Denton County Magazine, Denton, TX** – Freelance Writer

July 2019 – September 2019

- Pitch and accept assignments for arts and culture feature stories within monthly magazine themes.

### **The Dentonite, Denton, TX** – Contributing Writer

- Regularly pitched stories and took assignments for music, food and culture related content.

### **North Texas Daily, Denton, TX** – Opinion Writer

January 2017 – September 2017

- Wrote 1-2 columns per week on a variety of topics I pitched to the Opinion editor. Ranging from politics to pop culture opinions.

## **EDUCATION**

### **University of North Texas, Denton, TX** – *Bachelor's of Arts in Print & Digital Journalism and a Minor in Sociology*

August 2016 – May 2019