

Toni Talley

TONIMARIETALLEY@GMAIL.COM

Professional Experience

Executive Profile

I am a former News Reporter with experience covering politics, sports, human interests, entertainment, lifestyle and breaking news.

Freelance Experience

- Blue Symphony, 2020
- City LifeStyle, 2020
- Our Community Now, 2017
- Twelve Magazine, 2015
- Memorial Church International, 2015

Education

Clafin University, 2012
Bachelor's of Arts in Mass Communication

Missouri State University, 2017
Master's of Science in Applied Communication

Affiliations

- Alpha Kappa Alpha Sorority, Inc
- Young Friends of Starlight

Director of Communications

Fashion Honors Autism | Jan. 2019 - present

- Strategically plan marketing and advertising campaigns to raise awareness about FHA and Autism Spectrum Disorder.
- Write and edit sponsorship packets, press releases, and media kits.
- Develop relationships with local reporters, anchors, and producers for press coverage.

Group Sales Coordinator

Starlight Theatre | June 2018 - present

- Oversee sales and marketing for groups larger than 10 for indoor and summer Broadway musicals.
- Collaborates with the marketing team to create copy and design layouts for flyers and e-mail marketing campaigns for Groups and special events to include Young Friends of Starlight's trivia night.

Account Executive

Creative Circle | May 2017 - June 2018

- Make 60-70 outbound calls, daily, and actively prospect leads by utilizing job boards and search engines.
- Serve as a consultant for those in the creative realm in need of marketing, advertising, creative, and/ or digital talent for a full-time or freelance.

The Examiner Newspaper

Multi-Media Advertising Exec. | March 2015 - May 2017

- Inside sales representative, overseeing all classifieds and help wanted advertisements for print and digital media.
- Assisted the Regional Advertising Director with branding and planning special events and publications.

WACH Fox 57

Multi-Media Journalist | May 2013 - November 2014

- Addressed local and national issues through compelling news stories suited for broadcast & digital media.
- Shot, wrote, and edited news content under strict deadlines for live shots for the 10pm news broadcast.
- Utilized social media platforms to distribute information to viewers and walking them through the journalistic process.
- Built strong relationships and partnerships within the community to enhance the quality of news at WACH Fox.