

# GABRIELLE TORINA

## COMMUNICATION STRATEGIST

A collaborative leader with effectual project management skills, ideation, and elegant communication; who embodies a propensity for excellence, and is a champion for the development of others.

### EXPERTISE

- Community Engagement & Public Affairs
- Employee Resource Groups
- Project & Event Management
- Marketing & Brand Management
- Media Relations & Press Releases
- Social Media Content
- Speechwriting & Executive Presentations
- Strategic Communication

SAP, Microsoft (Excel, PowerPoint, Word), G Suite, SharePoint, WebEx, Intranet Quorum, Constant Contact, Sales Force, Survey Monkey

### COMMUNITY ENGAGEMENT

#### WABONGO LEADERSHIP COUNCIL (Non-profit)

Executive Board Member

Sept 2014 - Present

Fundraising & management of donor database, social media, presentations, annual reports, & press releases

#### LAUNDRY LOVE (Non-profit)

Registration Volunteer

July 2018 - Present

#### TRANSFORM ROCKFORD (Non-profit)

Regional Communications & Branding Council

Project Team Member


January 2019 - Present

#### CITY OF ROCKFORD


Scholarship Committee Member

January 2019 - Present

### CONTACT

 815-222-9440

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### EDUCATION

NORTHWESTERN UNIVERSITY - EVANSTON, IL

Master of Science, Communication (August 2019)

JUDSON UNIVERSITY - ELGIN, IL

Bachelor of Arts, Communications Management

*Summa cum laude*

### WORK EXPERIENCE

#### CONSTITUENT ADVOCATE & FIELD REPRESENTATIVE CONGRESSWOMAN CHERI BUSTOS

U.S. House of Representatives | Rockford, IL. April 2018 - Present

High-profile written communications & speechwriting, public relations, press release, & social media content. Coordinating meetings & managing the Rep's community outreach. Attending events, reading remarks, & presenting awards. Resolving issues with federal agencies by advocating for constituents. Manager of intern staffers.

- **Recovered over \$250K in retro-active federal funds owed to constituents.**

#### CONTRACT ADMINISTRATOR & COMMUNICATIONS LEAD

UTC Aerospace Systems | Rockford, IL

May 2015 - March 2018

Contract manager for NASA shuttle Orion program. Negotiation, terms and conditions review, & executing contract schedules. Internal communications, compiled content for executive presentations & enterprise meetings. Project manager for site events. Co-Chair of Women in Aerospace: communications, metrics, & facilitation of employee development programs.

- **Increased engagement in Women in Aerospace ERG by 85% by implementing a nationally benchmarked communications strategy.**

- **Awarded United Technologies "Level 1" Award for significant tactical project execution of the *Take Your Child to Work Day* campus-wide event.**

#### MARKETING & RECRUITING SPECIALIST

Landstar System, Inc. | Rockford, IL

April 2005 - May 2015

Pitched online/email advertising campaigns & managed national print budget. Created & delivered training via Web-Ex, designed & distributed marketing materials. Coordinated trade shows & promotional events. Recruited top talent for the largest owner-operator fleet in the U.S. Screened & assessed candidates for qualification.

- **Co-created F.R.O.G. (Focused Research Observation Group) which established Landstar's corporate customer service standard included in 800+ employees' annual reviews.**

- **Awarded Employee of the Month for providing sales support in sourcing truck capacity for \$25M in awarded business.**

### AWARDS

2017 - Rockford Park District Community Service Award

2016 - Rockford Chamber Leadership Alliance: program graduate

2016 - YWCA Women in Achievement Scholarship Award

2015 - 25 Black Leaders to Watch: Young Leader on the Rise Award