



**YEARS EXPERIENCE**  
11

**EDUCATION**

WAYNE STATE UNIVERSITY:  
MASTER OF PUBLIC  
ADMINISTRATION,  
HUMAN & FISCAL RESOURCE  
MANAGEMENT

OAKLAND UNIVERSITY:  
BACHELOR OF ARTS,  
JOURNALISM &  
BROADCASTING

**SPECIAL EXPERTISE**  
STRATEGIC  
COMMUNICATIONS

CRISIS COMMUNICATIONS

COMMUNITY ENGAGEMENT

MEDIA RELATIONS

DIGITAL MARKETING

INTERNAL  
COMMUNICATIONS

BRAND RESEARCH &  
MANAGEMENT

SOCIAL MEDIA MARKETING

# CONSULTANT PROFILE

## TORRI MATHES

Torri Mathes is an accomplished communications professional with a decade of hands-on experience in digital marketing, public relations, community engagement, and management across the municipal and nonprofit landscape. Her expertise lies in guiding, streamlining, and executing strategic communication initiatives. Torri's focus is to empower organizations with effective communication strategies and build stronger audience relationships through transparent communication, collaboration, and community connections. With a Master of Public Administration and a Bachelor of Arts in Journalism, coupled with certifications in emergency management and DEI, Torri brings a unique blend of expertise to the table, ensuring that organizations not only communicate effectively but also resonate deeply with their constituents.

**Relevant Consulting Experience:**

- Michigan Sustainable Business Forum – Communications and Media Relations Lead
- YouthTank Detroit – Strategic Planning and Communication Facilitation
- City of Brighton – Communication and Engagement Facilitation, Downtown Project Stakeholder Analysis, Strategic Communication Services
- Double Haul Solutions - Communications and Design Lead
  - City of Port Huron, Communication and Engagement Support
  - Traverse City DDA, Stakeholder Facilitation, Design Services
- Donor Synergy Consulting – Nonprofit Content Strategist Lead
  - Strategic Communications, Digital Marketing, and Social Media Management
- Web Content Management and Development
  - Donor Synergy Consulting, Elite Trauma Clean-Up, and Link Collective Inc.
- Ferndale Women's Affirmations Group – Strategic Planning and Communication Facilitation

**Relevant Work Experience:**

- City of Troy – Director of Communications and Engagement
  - Internal Communication Improvements
  - Communication Department Restructuring
  - City-wide Community Engagement Strategy Development
- City of Berkley – Director of Communications
  - Internal Communication Lead
  - Strategic Communication Development and Implementation, including Crisis Communications
  - Brand Development, Implementation, and Management
  - Community Engagement and Facilitation
  - Media Relations Management
- City of Auburn Hills – Media Communications Specialist
- Media Genesis – Senior Marketing Project Manager

A Definitive Decision.  
**WHY CHOOSE US**



Prioritizing partnerships with authentic leaders who share our vision, purpose, and values of creating better communities for the future is paramount to us. Going above and beyond is in our team's DNA and essential to sustainable long-term progress. Double Haul Solutions can tailor its project teams to your unique needs and requirements.

# STRATEGIC COMMUNICATION SERVICES

## What Strategic Communications Is & What It Is Not

Strategic communications is about more than just delivering information; it's about creating meaningful connections and driving action. It's a deliberate approach to understanding your audience, crafting messages that resonate, and engaging them in ways that foster trust and clarity.

Effective strategic communication shapes perceptions and guides outcomes with intention. It's not just about pushing out content or reacting to the latest trend—it's about having a long-term vision and ensuring every message aligns with your goals and values. What it's not is scattered or disconnected—it's never just a one-way street or a one-size-fits-all approach.

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## Torri's Strategy for Connecting Government and Community

When it comes to bridging the gap between governments and communities, my focus is on building trust and fostering real connections. I believe in communication that listens just as much as it informs.

My approach is centered on creating genuine connections that build trust and engagement within the community. Government communications should be more than just transactional; they should be about empowering people with the information they need, in a way that feels accessible and transparent. I help government organizations not just communicate, but connect—ensuring policies and initiatives don't just stay in the abstract but are grounded in the real needs and lives of the people. Listening is just as important as informing, and by building open channels for feedback, we can tailor communications that reflect the community's true needs and create meaningful dialogue.

This approach ensures that communication is a two-way street, leading to more responsive, sustainable solutions while fostering a sense of partnership rather than separation.

