



Alicia M. Torres
Ms.AliciaTorres@gmail.com
(704) 441-2236
Charlotte, NC 28203
<https://aliciatorres.me>

WORK EXPERIENCE

Bank of America

9/2017- Present

Editorial Designer, Artificial Intelligence (Erica)

Charlotte, NC

- Craft dialogue and copy for voice and text user interfaces for Erica, BofA's AI-powered virtual financial assistant
- Transform complex tasks into simple user engaging responses - reducing errors and roadblocks
- Deliver detailed cross-feature matrices to be used through the agile lifecycle of the project
- Continuous audit of Erica content and user data to assess the need for new interactions and utilization of existing
- Establish linguistical patterns to accurately align user utterances with user intent and banking products and services
- Isolate overlap of user intents and tuning issues to provide a personalized, informational conversation with Erica

Lowe's Companies, Inc.

5/2016-9/2017

Sr. Content Strategist, UX/Ecommerce

Charlotte, NC

- Develop and execute content strategy for a multi-channel redesign working with architects, designers and IT team
- Collectively framework and ideate for B2B ecommerce site—finance management tools, cart/checkout, and click-to-chat
- Isolate roadblocks and provide solutions through incremental iterative work cadences in an agile environment
- Proactively integrate and present content efforts to IT, business stakeholders, and marketing teams
- Create and oversee content lifecycle and implementation throughout various Lowe's ecomm/merchandising projects

Collins & Kent International Investments

11/2013-3/2016

Director, Digital Content Development

Hong Kong, S.A.R.

- Developed and executed creative concepts and strategy for web platforms and user experience across APAC region
- Initiated and oversaw corporate rebranding, creating new wireframes, rolling content and a streamlined interface
- Managed effective segmentation of product offerings and brand identities of multiple brands within company groups
- Utilized existing content management systems and stock offerings to create highly optimized digital interactions

Collins & Kent International Investments

7/2012-10/2013

Marketing Director, Events & Digital Strategy

Hong Kong, S.A.R.

- Managed scope, design and execution of strategic digital campaigns and events in support of global sales objectives
- Theorized and present data-driven proposals for implementation of online and offline marketing initiatives
- Cultivated strong cross-team communication for efficient maintenance and management of strategic content
- Created and presented compelling fine art proposals and client touchpoints for international sales teams

CMT/MTV Networks

3/2010 – 6/2010

Freelance Talent Coordinator, CMT Music Awards

Nashville, TN

- Organized artist travel and hospitality while ensuring talent schedules are in-line with rehearsal and taping schedules
- Secured talent images and clearance documents for use in all award's on-air and print promotions
- Identified and informed production of all potential issues with talent clearances and usage agreements
- Coordinated executive planning meetings with artists management execution of appearances and award presentations
- Managed and distributed VIP ticket information for awards show, red carpet and after-party events

EDUCATION

Appalachian State University

December 2008

B.S., Music Industries Studies, Management and Promotions concentration

Double Minor – Business / Spanish Language and Literature

Dean's List (2006 – 2007)

ITEFL Certification

January 2011

APPLICATION KNOWLEDGE

Design Adobe Creative Suite, Axure, Sketch

Workflow Management Jira, Basecamp, Ganttter, Asana

Research Google Analytics, Instantly, User Testing

CMS/Ecommerce Adobe CQ, WordPress, WebSphere Commerce

CRM/ESP Salesforce, MailChimp

