

Christine Torres
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PROFILE

To obtain a position that will allow me to cultivate relationships and collaborate with people, is fast-paced, and has the opportunity for personal growth and career development.

EXPERIENCE

Digital Marketing Communications Specialist, The Walt Disney Company; Orlando, FL — January 2022 to Present

- Make an impact through my professional writing skills including the ability to vary tone, voice, and messaging based on the subject matter and audience type.
- Build relationships and collaborate with a variety of business segments and develop and lead both large and small-scale project plans.
- Develop the copy for all internal, and some external, messaging for paid, earned, and owned media. This could include website copy, email blasts, marketing collateral, social media, blog copy, etc.
- Partner with internal communications teams across the company on message alignment, amplification, and content collaboration.
- Create, lead, and coordinate project plans in support of client and team priorities.
- Collaborate with internal and external partners and agencies/vendors to develop, sustain, and evolve innovative communication solutions that meet the needs of an evolving digital media landscape.
- Produce career-based podcast that includes deploying episodes weekly, audio editing, production of promos, booking talent, preparing interview questions, outlines, and scripts.

Internal Communications Specialist, Full Sail University; Winter Park — April 2019 to January 2022

- Ensure organizational initiatives are successfully communicated to employees and stakeholders
- Develop and execute communications campaign strategies in conjunction with leadership based on organizational needs
- Collaborate with cross-departmental teams to deliver efficient and effective communications relevant to their needs
- Consistently analyze and iterate existing methods to improve reach and engagement with employees
- Responsible for increasing employee engagement metrics as related to all communications platforms
- Collect data and deliver regular reports on status of internal communications and engagement metrics
- Plan, edit and write content for internal communications media including intranet, email, and social media
- Ensure internal communications messages are consistent across all mediums, and consistent with the Full Sail voice
- Respond to feedback from staff and adjust communications content accordingly
- Expedite all user's emails, Human Resources communications, and emergency communications according to established protocols
- Maintain branding for internal communications, keeping it consistent with organizational branding
- Design and deliver presentations related to internal communications

Digital Communications Team Lead, Full Sail University; Winter Park — May 2015 to April 2019

- Staff and operational management
- Train, motivate, coach, hire, counseling, and problem solving
- Coordinate monthly Marketing Department trainings
- Monitor and audit online chat, social conversation, and email across multiple platforms
 - Increased social conversation by 22% over the past 6 months
 - Decreased social response time by 45% over the past 6 months
- Monitor and audit over 4000 chats and 5000 social conversations monthly
- Create content and manage all social media platforms
- Community manager for an invitation-only, 90,000+ member community
 - Leads in community have a 30% higher chance of success than those that are not within the community
- Specialize in social media crisis management, community management and reputation management
- Develop, create, and distribute content for Live Tweeting major tour events on campus
- Manage all aspects of Full Sail University's social media presence, including strategy, content development, and community management/monitoring for Facebook, Twitter, Instagram, YouTube, and LinkedIn
- Implementing and maintaining presence in social networking sites including Facebook, Twitter, YouTube, Instagram, Pinterest, LinkedIn etc.
- Implementing social media strategy, coordinating with the Internet Marketing and Sales & Service teams across the company to ensure effectiveness
- Working with the production team to ensure social media tools (for ex. SchoolsApp, sharing buttons, RSS feeds) are kept up to date
- Regularly providing insights gained from social media monitoring to internal team members
- Creating and analyzing weekly and monthly reports

Wellness Champion, Full Sail University; Winter Park — January 2015 to January 2022

- Build excitement around Wellness initiatives and events
- Help in planning and executing Wellness events both on and off campus
- Work with local groups, instructors, or business to bring Wellness classes, discounts, etc to Full Sail
- Design and create visual content to promote wellness events

Technical Support Center Supervisor, Full Sail University; Winter Park, FL — June 2012 to May 2015

- Staff and operational management
- Handle escalated calls and tickets in Case Management
- Contribute to implementing methods that improve communication and workflow within department
- Maintain ownership of support issues and resolutions
- Regularly perform audits of call recordings
- Hold regularly scheduled coaching and mentoring sessions
- Contribute to the initial hiring and selection process

Assistant Store Manager, Starbucks; Orlando, FL — November 2010 to December 2012

- Assist in executing store operations
- Assist and supervise a team of store partners
- Train and hire store partners
- Purchase and maintain inventory
- Prepare sales and customer relations reports
- Maintain a safe and clean store

EDUCATION

Florida Southern College; Lakeland, FL — BS Business Administration: Marketing, 2008

ADDITIONAL SKILLS

▸ Pages ▸ Microsoft Word ▸ Numbers ▸ Excel ▸ Keynote ▸ PowerPoint ▸ Outlook ▸ Photoshop ▸ InDesign
▸ Salesforce ▸ Case Management ▸ Omni Channel ▸ ZenDesk ▸ Sprinklr ▸ Twitter ▸ Facebook ▸ Instagram
▸ YouTube ▸ Snapchat ▸ LinkedIn ▸ Pinterest ▸ Podio ▸ Trello ▸ Google Drive ▸ Google Analytics ▸ Everwall
▸ Social Studio ▸ Eloqua ▸ Adobe Audition ▸ Frame.io ▸ Smartsheet ▸ WorkApps ▸ SharePoint
▸ ThisMoment ▸ WordPress