

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**

Product Management Specialist, Princess Cruises; Winter Park, FL — January 2023 to Present

- Review creative briefs and coordinate job starts to communicate product strategy
- Review and oversee the delivery of marketing materials that includes destination messaging and strategic direction is consistent and accurate
- Acts as an advocate for the guest when reviewing marketing collateral to provide differentiation and clarify
- Contribute to the development of offers and promotions using creative thinking and innovate ideation. Run and manage our product promotional plan and the various tactics to roll our promotions
- Maintain applicable calendars and deadlines. Project management skills are a must.
- Collaborate with pricing analysts with product management to ensure alignment when providing direction or reviewing materials.
- Support product manager in development of the product strategy
- Prepare support tools as needed including training presentations, reference documents, product briefs, etc.
- Be able to manage and run team meetings to develop product strategies for consumer emails and product marketing materials
- Project management. Will need to be able to work on various projects simultaneously with attention to hitting all deadlines

Digital Marketing Communications Specialist, The Walt Disney Company; Orlando, FL — January 2022 to January 2023

- 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, FL — 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
- Produce internal employee centric podcasts that includes deploying episodes weekly, audio editing, production of promos, booking talent, preparing interview questions, outlines, and scripts.

Digital Communications Team Lead, Full Sail University; Winter Park, FL — 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, FL — January 2015 to Present

- 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**

•Microsoft Suite •Apple Software Suite •Office365 •BOX •Photoshop •InDesign •Audition •Salesforce  
 •Case Management •Omni Channel •Zendesk •Sprinklr •Twitter •Facebook •Instagram •YouTube  
 •Snapchat •LinkedIn •Pinterest •Podio •Trello •Google Drive •Google Analytics •Everwall •Social Studio  
 •Eloqua •WorkApps •SmartSheet •Adobe Analytics •This Moment •WordPress •SquadCast •Frame.io

## **REFERENCES**

Emily Chung, Full Sail University; 407-754-6969

Maia Johnston, Full Sail University; 407-848-7123

Talyssa Gonzales, The Walt Disney Company; 916-429-5975