Contact

ALANA TORRES

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(407) 687-5128

EDUCATION

Bachelor of Science in Business Management & Marketing May 2023
Florida State University (FSU), Tallahassee, FL
Majors: Business Management, Marketing – 3.4 GPA

Certificate in Digital Marketing Science October 2023
University of South Florida, Tampa, FL

EXPERIENCE

She Is The Music Remote
Communications Intern *April 2023 – August 2023*
- Attended and provided valuable insights as a mentee alumnus in bi-weekly SITM mentorship committee meetings
- Devised and organized the weekly mentee email using Mailchimp for effective distribution to the 70+ subscribers
- Offered comprehensive administrative support to the mentorship committee and its leaders

Fan To Band Remote
Digital Marketing/Social Media Intern *Aug. 2021 - Dec. 2021*
- Generated content ideas and copy to achieve KPIs for business Instagram's 10.7k+ followers
- Stayed up to date on latest social media trends and compiled them into a weekly spreadsheet for content referencing
- Actively contributed to the digital marketing and business development teams, providing valuable Gen Z insight

Her Campus Media Remote
Community Marketing Intern *Sep. 2022 - Nov. 2022*
- Organized campaign briefs that were to be used as a reference by the contracted influencers when creating their content
- Assisted in data entry for spreadsheets tracking their 200+ chapters and their Dillard's Campus Collective Program
- Wrote and sent email campaigns informing over 100+ college groups across the country about HCM opportunities
- Arranged and presented to the entire community marketing team an internship project related to personality focused influencers

Her Campus FSU Tallahassee, FL
Events Coordinator, Executive Board *April 2022 – March 2023*
- Proposed, planned, executed, and managed events for HCFSU's 100+ chapter members
- Collaborated with the chapter president on nationally sponsored events and campaigns with brands such as Dove and Estee Lauder
- Prepared and presented a weekly report at the chapter's executive meetings

Facebook Chair, Executive Board *April 2021 - March 2022*
- Led media staff in the process of writing copy, designing creative graphics on Canva & scheduling content using business suite for the HCFSU Facebook page to engage their over 4,700+ followers
- Communicated effectively with other social media chairs to work on and managed cross-platform promotion & projects

Alpha Phi Omega – Iota Rho Tallahassee, FL
Public Relations Secretary, Executive Board *Nov. 2022 – March 2023*
- Ideated, produced, and posted content deliverables on the fraternity's Instagram with 1000+ followers
- Shared a merchandise packet with the brotherhood, consisting of a variety of items available for purchase
- Communicated with other organizations on campus to host joint events for the benefit of all those involved.
- Chaired a public relations committee, assisting in tasks related to the campus presence and promotion of APO

SKILLS & CERTIFICATIONS

Language: Fluent in advanced level Spanish (spoken and written)
Certifications: Office2019: Excel Associate, Google Ads Search, Google Analytics, HubSpot Email Marketing
Skills: Social Media Management, Content Creation & Curation, Audience Engagement, Canva Design, Project Management, Copy Writing, Consumer Marketing, Team Building, Social Media Marketing, Event Planning, Email Marketing, SEO