

# DIAMARI TORRES

## CONTACT

### DIAMARI TORRES

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## EDUCATION

### FLORIDA INTERNATIONAL UNIVERSITY, 2010

B.S. in Mass Communications;  
Advertising and Account Management

## SKILLS

Excellent written and  
verbal communication skills

Demonstrated leadership, and  
strongly committed to team-building  
and staff development

Highly skilled in Adobe Photoshop,  
Illustrator, InDesign, and Acrobat Pro

Seasoned CMS website designer  
with years of experience in Cascade,  
WordPress, and Squarespace sites,  
and savvy editing HTML/CSS

Proficient in Microsoft Office suite,  
including custom presentations

Excellent with online research  
and device troubleshooting

Savvy in both Mac and  
Windows operating systems

Bilingual in English  
and Spanish

## FREELANCE

### DAWL CREATIVE INC.

Brand consulting, graphic design,  
and website development

## PROFILE

Multitalented leader with experience in strategizing and implementing comprehensive plans focused on service design, process improvement, internal and external communications, change management, employee engagement, professional development, executive messaging, event management, branding and visual identity, and website design and management.

## EXPERIENCE

### DIRECTOR, INFORMATION TECHNOLOGY

UNIVERSITY OF MIAMI, 2024 - PRESENT

Leading the Information Technology (IT) Solutions team with a multifaceted approach to elevate efficiency and effectiveness of new IT services or refinement of existing services—leveraging years of expertise in strategizing and implementing comprehensive plans. Through close collaboration with clients and coordination with IT units, orchestrating efforts to conceptualize and deliver tailored services, processes, or enhancements. Ensuring seamless dissemination of essential information across various audiences, fostering widespread understanding and acceptance of the implemented solutions.

### DIRECTOR, COMMUNICATIONS AND IT SOLUTIONS

UNIVERSITY OF MIAMI, 2022 - 2024

Spearheaded efforts for the IT department to implement impactful internal communications campaigns focused on strategic change management, employee engagement, professional development, and leadership messaging. In addition, led the IT Solutions team in creation and refinement of IT service-related processes based on identified business needs.

### ASSISTANT DIRECTOR, COMMUNICATIONS

UNIVERSITY OF MIAMI, 2019 - 2022

Strategized, coordinated, and implemented the most impactful communications methods for enterprise change management, employee engagement, event management, professional development, executive messaging, and more to align activities with organizational strategies and goals for various administrative departments.

### COMMUNICATIONS MANAGER

UNIVERSITY OF MIAMI, 2017 - 2019

Specialized in copywriting, designing, and distribution of timely and relevant communications to create awareness and engagement within the UM community for various administrative departments. Created engaging visual designs for email, online, and print media, and managed departmental website migrations from initial strategy phase to implementation. Effectively addressed issues, projects, and policies that affected employees and students, and identified the most effective tools for communicating this information.

### COMMUNICATIONS SPECIALIST

UNIVERSITY OF MIAMI, 2014 - 2017

Supported the internal communications component of the IT department's strategic plan by designing timely and relevant internal communications for a wide range of needs, including the department's newsletter and new hire announcements, change management focused initiatives, employee engagement, event management, graphic and web designs, and executive messaging.

## ADDITIONAL EXPERIENCE

### MARKETING COORDINATOR & GRAPHIC DESIGNER

KX MEDICAL, 2011 - 2014

### MARKETING COORDINATOR & GRAPHIC DESIGNER

BUBBLEFISH MEDIA, 2009 - 2011

### ACCOUNT EXECUTIVE

TARGET MEDIA PARTNERS, 2007 - 2009

### OFFICE ASSISTANT & GRAPHIC DESIGNER

ACCURATE BATTERY CORP, 2005 - 2009