



PROFILE

Multi-talented Communications/Marketing professional and Graphic Designer, with a comprehensive background in creating and measuring marketing campaigns, strategizing and implementing projects, change management, and multimedia communications. Accustomed to performing in deadline-driven environments with an emphasis on working within budget and design requirements. Quickly adaptable to unforeseen projects and/or deadlines with a keen ability to multitask. Well-developed written and verbal communication abilities. Proficient in copywriting and creating marketing materials. Enjoy working as a team member as well as independently.

CONTACT

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EDUCATION

FLORIDA INTERNATIONAL UNIVERSITY, 2010

Bachelor of Science in Mass Communications;
Advertising and Account Management

SKILLS

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

Seasoned WordPress website designer and savvy editing HTML/CSS

Proficient in Microsoft Office suite, as well as Prezi presentations

Excellent with online research and device troubleshooting

Savvy in both Mac and Windows operating systems

Bilingual in English and Spanish

EXPERIENCE

COMMUNICATIONS SPECIALIST

UNIVERSITY OF MIAMI, 2014 - PRESENT

Responsible for strategizing, implementing, and measuring various types of projects and initiatives for UM's Information Technology (UMIT) department; Managing and supporting website migrations from initial strategy phase to implementation for all departments within UM's Division of Business and Finance; Copywriting, designing, and implementing timely and relevant internal communications to support a wide range of needs, including: enterprise-wide change initiatives, employee engagement, values-based communications, and senior level executive messaging; Creating innovative branding tools for email, online, and print media; Responsible for assisting with and supporting the internal communications component of UMIT's strategic plan; Effectively addressing issues, projects, and policies that affect employees, and identifying the most effective tools for communicating this information, including but not limited to: the intranet, social media, video, and newsletters to communicate with employees effectively.

OWNER / GRAPHIC DESIGNER

DAWL CREATIVE INC., 2011 - PRESENT

Implementing and managing business relations; Coordinating design projects within time and budget restraints; Creating cohesive branding tools for clients through digital and print media; Website creation and maintenance for content management, portfolio, and blog sites; Designing services to meet client's business goals while building strong lasting relationships; Creative social media strategies and general consulting services.

MARKETING COORDINATOR / GRAPHIC DESIGNER

KX MEDICAL, 2011 - 2014

Managed and supervised all marketing internal and external efforts throughout South and Central America; Created innovative branding and promotional tools for online and print media; Tracked merchandising and marketing plans on a weekly and monthly basis; Held weekly meetings with team managers in sub-countries; Contacted external client database with special offers or promotions; Designed and communicated digital newsletter services; Creative social media strategies and consulting for merchandising.

MARKETING COORDINATOR / GRAPHIC DESIGNER

BUBBLEFISH MEDIA, 2010 - 2011

Designed services for clients, including but not limited to: websites, logos, marketing materials, copywriting, and editorials; Coordinated events throughout the U.S. for clients in fashion and sports industries; Organized and participated in event/promotion displays for clients; Contacted press and buyers to invite and confirm attendance to events.

ACCOUNT EXECUTIVE

TARGET MEDIA PARTNERS, 2007 - 2009

Outside sales and project management for Car & Truck Buyers Guide magazine; In charge of weekly financial collections; Daily account sales maintenance; Built strong customer relationships; Created advertising layout concepts; Created monthly marketing plans with clients; Copywriting to fulfill client's requirements.