

Alans Torres

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Summary of Qualifications

Marketing and communications professional with experience in integrated campaigns, brand activation, and strategic storytelling. Skilled in campaign execution, content development, and client relations. Proficient in creative problem-solving and cross-functional collaboration. Equipped to stand out as an innovative strategic storyteller in today's vast and saturated media landscape.

Experience

Hampton Inn & Suites by Hilton, Sales Manager

Irvine/Orange County Airport, CA | Apr. 2023 – Aug. 2024

- Composed marketing strategies and sales initiatives to attract new business and drive revenue.
- Developed and executed promotional campaigns to enhance brand engagement.
- Managed client relationships and developed compelling proposals to secure partnerships.
- Collaborated with cross-functional teams to execute events and activations.

Hampton Inn & Suites by Hilton, Sales Coordinator

Irvine/Orange County Airport, CA | Apr. 2022 – Apr. 2023

- Assisted in managing group travel arrangements and corporate accounts.
- Maintained detailed records of business meetings, sales calls, and client communications.
- Developed creative tactics to enhance customer experience and retention.

4 Sundays (Film), Graphic Artist & Animator

Los Angeles, CA | May 2023 – Present

- Designed promotional materials and social media assets to build audience engagement.
- Produced animated content to enhance storytelling and visual branding.
- Delegated with creative teams to execute brand-aligned visuals.

Community Service/Organizations

The Crepe Factory, Marketer | Anaheim, CA | Jul. 2020 – Present

- Developed brand identity, marketing strategies, and digital content.
- Managed social media presence and website development.
- Created promotional campaigns to drive customer engagement.

Education

University of Southern California - Master of Arts

Public Relations and Advertising

California State University, Fullerton - Bachelor of Arts

Cinema Television Arts & Communications (Magna Cum Laude)

Skills

Filmmaker | Photographer | Music Composer | Data Analytics
Creative Copy Writer | Graphic Designer | Crafting and DIY

Certifications

Google Analytics - PPC with Google Ads
Adobe Illustrator | AI Tools and Prompt Engineering