

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. Adept at managing projects across digital, social, and experiential platforms. Proficient in creative problem-solving and cross-functional collaboration.

Education

University of Southern California - Master of Arts
Public Relations and Advertising (**Expected May 2026**)

California State University, Fullerton - Bachelor of Arts
Cinema Television Arts & Communications (Magna Cum Laude)

Experience

Hampton Inn & Suites by Hilton, Sales Manager

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

- Developed marketing strategies and sales initiatives to attract new business and drive revenue.
- Created 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.
- Created animated content to enhance storytelling and visual branding.
- Worked closely 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.

Certifications

Google Analytics | PPC with Google Ads | Adobe Illustrator | AI Tools

Skills

Bilingual (Spanish & English) | Project Management | Digital & Social Media Marketing | Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) | Strategic Communication | Content Creation | Client Relations | Campaign Execution | Media & Brand Activation | Microsoft Office (Excel, PowerPoint, Word) | Salesforce | SharePoint | Research (Qualtrics & Mention)