

# Emmarisol Torres

Bachelor of Science in Digital Media Innovation

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## EXPERIENCE

**Texas State University Alumni Association**, San Marcos, TX — *Student social media contributor*

SPRING 2022

- Created social media content for the client to use on Facebook, Twitter, Instagram, and Instagram Stories, along with monthly analytics reports, for the client as part of the Advanced Social Media and Analytics course
- Used analytics data to develop client portfolio, addressing client strengths and areas for growth

**Box Lunch**, San Marcos, TX — *Retail Sales Associate*

OCTOBER 2021 - MAY 2022

- Engage with customers by expressing interest and sharing knowledge that increases ADT and UPT and results in high KPI averages
- Won employee contest and concurrently contributed to district contest by receiving the highest scores for most customers utilizing PayPal/Venmo promotion.
- Time management between communicating with customers and their needs while stocking and replenishing products

**Travel Traders**, San Antonio, TX — *Job Retail Sales Associate*

MARCH 2019 - MARCH 2020

- Utilized strong interpersonal and communications skills to serve customers in a fast and upscale hotel where you meet people from across the US and the world.

## EDUCATION

**Texas State University**, San Marcos — *B.S. in Digital Media Innovation, Minor in Studies in Popular Culture*

JULY 2020 - MAY 2023

**Johnson High School**, San Antonio — *High School Diploma*

AUGUST 2015 - JUNE 2019

## PROJECTS

**Client Analytics Report; Content creation** — *Advanced Social Media Analytics*

**HTML Site; WordPress Business Site** — *Web Design & Publishing*

## SOFT SKILLS

- Customer service
- Critical thinking
- Organization
- Attention to detail
- Communication

## HARD SKILLS

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, XD, and Premiere.
- Intermediate HTML, CSS, and JavaScript
- Canva
- Copywriting
- Microsoft 365
- Proficient in Amazon Lex
- Proficient in Amazon Polly

## AWARDS

**Council of Scholars** —

SPRING 2023

**Dean's List** —

FALL 2022

SPRING 2022

FALL 2021

SPRING 2021

SPRING 2020

**Sigma Alpha Lambda** —

MAY 2019

**Alpha Lambda Delta Honor Society** —

MARCH 2019