

BRITNEY TORRES

MARKETING MANAGER

PROFESSIONAL SUMMARY

Results-driven marketing manager with six years of experience in executing impactful campaigns, strategic planning, and content creation to drive brand growth and engagement.

CONTACT

-  Jacksonville, Florida | Open to Relocation
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EDUCATION

B.A. in Advertising and Public Relations
University of Central Florida | Orlando, FL

HubSpot Academy Marketing Certifications

- Digital Advertising
- Content Marketing
- Inbound Marketing
- Social Media Marketing

Google Ads Certifications

- Ads Display
- Ads Search

The Complete Guide to HTML Certification
Udemy | Issued Dec. 2022

SKILLS

- Languages**
- Spanish (Intermediate)

Specializations

- Social CRM
- Lead Nurturing
- Email Marketing
- Campaign Optimization
- Creative Content Planning
- AP Style - writing, proofing and editing
- Presentation experience in industry trend education
- Social media strategy and platform management

Technical Proficiencies

- | | |
|-----------|------------------------|
| • HubSpot | • Hootsuite |
| • Asana | • Word Press |
| • Canva | • Sprout Social |
| • Notion | • Microsoft Suite |
| • HTML | • Constant Contact |
| • Shopify | • Adobe Creative Cloud |

EXPERIENCE

APRIL 2024 MARKETING MANAGER

- PRESENT SKILLSTORM | JACKSONVILLE, FL

- Developed and executed multi-channel marketing campaigns to drive engagement and lead generation.
- Managed HubSpot email and SMS campaigns, achieving a 23.89% open rate and 18.13% click-through rate.
- Optimized campaigns through A/B testing, segmentation, and analytics to enhance performance.
- Led webinar marketing via email and SMS, generating 450+ registrations.
- Created automated email workflows to re-engage inactive leads and improve retention.
- Directed an email campaign with Workforce Edge, increasing enrollments from 100+ contacts.
- Implemented Notion to streamline marketing project tracking.
- Developed and distributed a monthly newsletter for SkillStorm’s Workforce Accelerator, designed to drive lead generation and engagement.
- Designed targeted marketing materials to support the recruitment team, enhancing candidate engagement and outreach efforts.

AUGUST 2022 COMMUNICATIONS MANAGER

- APRIL 2024 LETS GET ZAPPED | JACKSONVILLE BEACH, FL

- Developed and executed a brand content strategy, ensuring alignment with company goals.
- Worked directly with the CEO to craft authentic content that resonated with audiences.
- Planned and secured 15+ pop-up events, driving \$80K in additional revenue.
- Managed all social media, content creation, and marketing efforts.
- Tracked and analyzed content performance, using data-driven insights to optimize engagement.

OCTOBER 2022 DIGITAL MEDIA COORDINATOR

- MAY 2023 ST. JOHNS COUNTY GOVERNMENT | ST. AUGUSTINE, FL

- Managed social media for 346K residents, ensuring accurate and engaging content.
- Led social media campaigns in collaboration with the Board of County Commissioners.
- Created compelling multimedia content, including videos, graphics, and photography, for social media, print, web, and GTV broadcasts.
- Designed marketing materials that helped secure \$59M in state appropriations.
- Monitored analytics to optimize engagement and grow the County’s digital presence.
- Served as a Public Information Officer during emergency operations.

MARCH 2022 SOCIAL MEDIA SPECIALIST

- SEPTEMBER 2022 OUTDOOR NATION UNLIMITED LLC | JACKSONVILLE BEACH, FL

- Analyzed campaign KPIs and provided insights to the CEO.
- Established a \$1M influencer budget and managed user-generated content usage rights.
- Oversaw influencer relationships, including communication, product seeding, and performance measurement.
- Planned and executed large-scale influencer campaigns for GILLZ, ReelLife, and Fintech.
- Partnered with Walmart and Lowe’s to create marketing opportunities.

SEPTEMBER 2021 COMMUNITY ENGAGEMENT COORDINATOR

- MARCH 2022 CITY OF LAKE MARY MUNICIPALITY | LAKE MARY, FL

- Developed and managed public engagement strategies, increasing community participation in City initiatives.
- Designed marketing materials and social media content, improving awareness of City services and events.
- Built and maintained collaborative partnerships with community groups, nonprofits, businesses, and schools.
- Assisted residents in accessing City and community services, ensuring equitable engagement opportunities.

FEBRUARY 2019 COMMUNICATIONS SPECIALIST

- SEPTEMBER 2021 UNIVERSITY OF CENTRAL FLORIDA | ORLANDO, FL

- Managed communications and marketing to promote school initiatives.
- Led high-level communication initiatives, ensuring brand consistency.
- Designed informational toolkits and promotional materials for community engagement.
- Coordinated execution of projects by delegating tasks to interns and support staff.