

Marinela Torres

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EDUCATION

Pace University, Lubin School of Business

New York, NY

Bachelor of Business Administration in Marketing

Concentration: Advertising and Integrated Marketing Communications

Minor: Business Analytics and Graphic Design

GPA: 3.95

EXPERIENCE

Jun Group

New York, NY

Account Manager

November 2022 - Present

- Lead tactical execution of digital campaigns and present optimization opportunities to maximize campaign performance and exceed target margins, resulting in over \$70,000 in cost savings
- Build and nurture client relationships by maintaining customer satisfaction through a results oriented mindset and exceeding benchmarks on over 90% of campaigns managed
- Refined add to cart capabilities by collaborating with third-party vendors and product marketing through a dashboard refresh, resulting in a streamlined process and improved client reporting

Strategist and Designer

July 2022 – November 2022

- Developed digital advertising campaign strategies for Fortune 500 brands by creating robust media plans and RFPs to win new and existing business with a 61% win rate on proposals created
- Leveraged data and insights from historical campaigns to provide rationale for approaching test and learn opportunities to grow clientele and close over \$2.4 million worth of business

Strategy and Design Coordinator

May 2021 – July 2022

- Analyzed monthly RFP trends and presented insights across the sales and client service team to advise future campaign strategies
- Led the ideation of the UX/UI design of visually compelling ad units such as in-app rich media and microsites designed to drive consumer engagement and conversion

Brand Marketing Team, Pace University

Remote

Executive Director of Account Planning

December 2020 – May 2021

- Directed a team of aspiring strategists in transforming consumer insights into a compelling data-driven story to be implemented into a creative strategy
- Identified effective and actionable key audience insights through quantitative and qualitative analysis
- Pioneered the target market research process in the development of an effective repositioning campaign for Tinder to be presented at the AAF competition

GroupM

Remote

Summer Externship

June 2020 - August 2020

- Engaged in weekly training lectures on topics such as media planning, digital investment, and data analytics, giving insight into industry practices and processes
- Analyzed mock client briefs and assessed proper media tactics to achieve client goals and objectives

Gesture

New York, NY

Digital Marketing

August 2019 - October 2019

- Strategized and executed digital marketing campaigns, including SEO/SEM, email, and social media to increase awareness and app conversions
- Measured performance paid media campaigns and assessed against goals and KPIs to ensure campaign success using Google Analytics
- Developed brand strategy for new market expansion in 5 different markets leveraging channels like Facebook/Instagram, Snapchat, and Google utilizing an A/B testing approach

SKILLS

Computer: Adobe Creative Cloud (Illustrator, InDesign, Photoshop), Simmons MRI, SPSS, SQL, and Tableau

Platforms: The Trade Desk, Facebook Ads Manager, Snapchat Ads Manager, and Google Ads

Certifications: Google Analytics (Beginner and Advanced), Monetizing Engagement Course- Institute for Brand Marketing, theTradeDesk Edge Certification Marketing Foundations and Data-Driven Planning