

unique l. torres

education

California State University, Chico
2014 - Present

Bachelor of Arts
Journalism & Public Relations
Expected: May 2018

contact

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social media

 fb.com/uniquetorrespr

 linkedin.com/uniquetorres

skills

- Bilingual (Spanish & English)
- Content creation
- Social media management
- Email Pitching
- Wordpress Admin
- Microsoft Technologies
- Hootsuite
- Buffer
- Muck Rack
- MailChimp
- Google Analytics and performance
- Google Trends and analysis

experience

Public Relations Manager, Chico Peace & Justice Center
January 2018 - Present

- Manage a PR team of 12, while working to meet the Center's organizational goals
- Established three teams within the PR team in order to work more efficiently and produce high quality work
- Revamped the Center newsletter, moved it from monthly to weekly distribution
- Designed and created the Center's annual report for the 2017 fiscal year, Content was pieced together in collaboration with financial committee, board members and the Executive Director
- Serve as direct media and publicity contact for the Center

Public Relations Intern, Sacramento LGBT Center
May 2017 - Present

- Create and distribute content on various social media platforms
- Designed the Center's Annual Report/Impact Report for the 2016 fiscal year
Distributed the report as a direct mail piece and online
- Design and distribute the Focal Point, the Center's weekly newsletter, to over 9,000 subscribers
- Make updates and create visual content and blog posts for the official website (saccenter.org)
- Assist on fundraising campaigns such as "Giving Tuesday" and "End of Year." In both campaigns the fundraising goal was surpassed by nearly 50%

Public Relations Director, Cubanabooks Nonprofit Literary Press
May 2017-January 2018

- Recruited and managed a team of interns to make up the Cubanabooks Press in-house PR team
- Created promotional content and graphics for book launches, sales and events as well as maintaining an aesthetically pleasing website
- Relaunched and managed all social media accounts including writing creative content and using Hootsuite for message distribution
- Pitched publications such as The New York Times and The Los Angeles Times to request reviews for our books

Office Assistant, Center for Multicultural & Gender Studies
January 2017 - Present

- Public Relations and Outreach lead
- Create all promotional and marketing collateral for the Center
- Launched the Center's weekly newsletter, distribute weekly to over 2,000 subscribers
- Launched department social media accounts
- Designed and developed the official department logo and implemented and launched the department's visual brand

Social Media Coordinator, The Orion Newspaper
January 2017 - May 2017

- Brought in over 22,000 page views and 160 app downloads while in this position
- Managed and operated Facebook, Twitter and Instagram accounts for The Orion
- Created daily social content and wrote enticing and concise captions for mobile app push notifications
- Developed two successful weekly Instagram hashtag campaigns
- Awarded "Best of PR" for spring 2017