

# CATHERINE TORRES

EDUCATION PROGRAMS MANAGER

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## CAREER SUMMARY

Education Manager with experience leading enrollment, outreach, and the management of academic programs, including ESOL, Digital Equity, Citizenship, and other organizational initiatives. Skilled in developing strategies to increase participation and program impact, coordinating cross-functional teams, and building strong community partnerships. Bringing a solid background in digital literacy education and over six years of expertise in the medical devices sector, specializing in sales, technical support, and leadership. Passionate about empowering individuals to achieve personal and professional growth through education.

## EDUCATION AND CERTIFICATIONS

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|---|------|
| Google Technical Support Fundamentals   | 2025 |
| Ticketing System Training JEDI program  | 2024 |
| Master's in Sales Management and Commercial Leadership  Barcelona University, Barcelona | 2023 |
| Specialization in Marketing Management   Politecnico GranColombiano, Bogotá, Co.        | 2019 |
| Surgical Tech   Fundación Universitaria del área Andina, Bogotá, Colombia               | 2015 |

## SKILLS

Program enrollment | Community outreach and engagement| Advance training in medical technologies | Partnership building with community organizations | Team coordination and cross-functional collaboration| Advising on Digital processes | Technical Support | Adult education methodologies

## WORK EXPERIENCE

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| <b>La Colaborativa</b>   Education Programs Manager   | May 2025- Present |
| <ul style="list-style-type: none"><li>• Lead enrollment and outreach initiatives, boosting participation across ESOL, Digital Equity, Citizenship, and other academic programs.</li><li>• Coordinate curriculum design and program implementation to align with organizational goals and meet diverse student needs.</li><li>• Develop and maintain strategic partnerships with community organizations to expand reach and enhance program impact.</li></ul> |                   |
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| <b>La Colaborativa</b>   Digital Navigator  | May 2024- May 2025 |
| <ul style="list-style-type: none"><li>• Designed and delivered intermediate computer classes, enhancing students' technological skills and fostering digital literacy.</li><li>• Provided personalized assistance to users in resolving digital challenges, enabling a hands-on learning environment and Managed the ticketing system after completing training in collaboration with JEDI.</li></ul> |                    |

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| <b>Piemca SAS</b>   Product Specialist   | 2015- 2021 |
| <ul style="list-style-type: none"><li>• Developed sales strategies for specialized medical devices, integrating educational components for healthcare professionals.</li><li>• Provided technical support and educational workshops for healthcare professionals on product usage and best practices.</li><li>• Achieved sustained sales growth for the assigned product line through marketing strategies and continuous medical education.</li></ul> |            |