

YESENIA TORRES



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Boston, MA / Phoenix, AZ



PROFILE

Driven marketing student focused on improving business relations through online marketing within an entry-level marketing position. Experienced social media content creator and graphic designer. Eager team-player looking forward to advancing my abilities within the field of marketing.



EDUCATION

Babson College - Bachelor of Science

Aug. 2018 - May 2022

Major: Business Administration | Concentration: Marketing

Relevant Coursework, Activities, & Awards:

- Diversity Leadership Scholar, 2018 - 2022
- Accounting I, Quantitative Methods for Business Analytics I & II, Foundations of Management & Entrepreneurship, Business Law
- Her Campus Babson, *Director of Marketing & PR*, August 2018 - Present
- Adobe Brand Ambassador, *President*, August 2018 - Present
- Latin American Student Association, *Marketing Manager*, August 2018 - Present



EXPERIENCE

Ceo & Marketing Manager

Aug. 2018 - Present

Pawjamas Babson Startup - Wellesley, MA

Academically-sponsored Babson College clothing startup

- Oversaw all operating, financing, and marketing activities and departments
- Strategized and executed innovative ways of increasing sales and maximizing profit
- Developed business brand, including designing logos and social media content

Founder, CEO, & Lead Graphic Designer

Jan. 2018 - July 2018

Senia Design - San Tan Valley, AZ

Graphic Design & Social Media management agency

- Founded digital marketing agency for local startups and organizations to expand online presence through social media management and analytics tools
- Developed branding, logo, website, and product designs for over 30+ local startups and organizations

Marketing Manager

Aug. 2016 - Dec. 2018

The Den Student Store - San Tan Valley, AZ

Combs High School Student Store

- Coordinated events and marketing strategies to increase revenue and foot traffic
- Created and designed new line of products that increased profits by more than 150%



EXPERTISE

Communication



Social Media Mgmt.



Photography



Graphic Design



Web Design



Data Analytics



Adobe Photoshop



Adobe Illustrator



Adobe InDesign



ENGLISH



SPANISH



GERMAN