

# JULES TORRE

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## EXPERIENCE

### DIGITAL MARKETING SPECIALIST

19 Islands | Edmonton, AB

February 2024 - Present (Part-Time)

- Developed and enhanced the business branding through keyword research, internal and external analysis, persona development and competitive analysis.
- Redesigned the website wireframe and content using Figma to implement UI/UX principles and apply the customer funnel theories and SEO best practices to the website.
- Responsible for digital media assets such as social media, website and Google Business Profile that are public facing.
- Collaborated with team members to capture media and content of servicing sessions, educational seminars and client sites.

### MARKETING COORDINATOR (SUMMER STUDENT)

7 Summits Snacks | Edmonton, AB

June 2023 - September 2023

- Curated and developed copy and collateral for digital topics to reach the company's target audience with a frequency average of 5-6 posts per week, which increased and maintained the frequency rate of Facebook, Instagram and LinkedIn by 15.2 %, 28.6% and 100% respectively.
- Analyzed key performance metrics via META and Hootsuite Analytics to refine social media strategies, resulting in up to 1,986 views on a top-performing Instagram reel and compiled detailed reports showing significant growth with 4,294 new followers and 4,553 interactions by August's end.
- Managed and maintained digital assets, including posting on social media profiles IG & FB, publishing blog posts on the website, and automated newsletters, simultaneously increasing reach up to 13K total on Facebook and 59K impressions on Instagram.
- Enhanced community and influencer outreach, partnering with two Canadian content creators, three local brands, and multiple community members, resulting in a 50+ lead surge through a single giveaway collaboration with a local golf brand.

### CONTRACT ANALYST

Reed Elsevier Philippines | Iloilo City, Philippines

January 2021 - April 2022

- Managed up to 150+ contracts daily. Accurate and fast contract management finished the client's project in time or earlier, reducing project load and fast-tracking project timeline.
- Worked in the legal department with clients' business contracts with project sizes of 5,000 to 25,000 contracts. Multiple contracts included Master Agreements, SOWs, NDAs, and Invoices.
- Tracked project's progress by collaborating with team members and participating in client meetings. Clients included a leading American tech corporation and a Canadian financial consulting firm.
- Involved in a hybrid work arrangement and attended regular meetings through platforms such as Microsoft Teams, Sharepoint, One Drive, and Zoom.

## EDUCATION

### BUSINESS ADMINISTRATION - MARKETING DIPLOMA

Northern Alberta Institute of Technology

September 2022 - May 2024

- Dean's Honour Roll Winter 2023
- Dean's Honour Roll Spring 2023
- NAITSA Senate 2023 - 2024
- Key Courses:
  - Digital Marketing Foundations
  - B2B
  - Promotional Campaign Planning
  - Market Research
  - Public Relations
  - Social Media Marketing

### B.SCIENCE IN COMPUTER SCIENCE

University of San Agustin

June 2015 - May 2020

## SKILLS IN PLATFORMS

- |                                   |  |                           |
|-----------------------------------|--|---------------------------|
| • Adobe Creative Suite            | • MailChimp  | • Google Business Profile |
| • Hootsuite & META Business Suite | • MS Office  | • Google Ads              |
| • WordPress & Shopify             | • Google Analytics, Search Console, Business Suite | • Figma                   |
|                                   |  | • GPT 3.5, 4, 40          |

## REFERENCES

PROFESSOR | TERESA STURGESS | STURGESS@NAIT.CA

Additional references are available upon request.