



KIMBERLY TORRES

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EXPERIENCE

Marketing/Administrative Assistant, Superintendent Technical Association

New York, NY
July 2012 - Present

- Publishes weekly newsletters to advertise the organization's efforts to train porters, doormen, and superintendents.
- Revitalizes Excel records securing the Director of Education with accurate financial and membership data.
- Increases membership growth by 100% by promoting educational workshops and certification classes through social media and the organization's website.

Marketing/Business Development Intern, Adam Bernstein Photo

New York, NY
October 2013 - December 2013

- Increased social media visibility and attracted new clientele by utilizing all marketing tools such as social media and viral marketing.
- Created distinct portfolios for each client opportunity.
- Developed brand and marketing strategy that boosted fan page on Facebook by 50% and traffic into photographer's blog.

Public Relations Intern, Goldstein Communications

New York, NY
May 2013 - August 2013

- Built Pay it Forward Events fan page on Pinterest and Twitter, which resulted in an increase of followers by engaging with the online community using SEO to find like-minded people.
- Launched their first Tumblr page securing over 100 followers in a short amount of time.

Production Assistant Intern, IMG (Art + Commerce)

New York, NY
September 2012 - December 2012

- Produced advertising campaigns for Vogue Italia Cruise (December 2012) and Balenciaga pre Fall 2012.
- Served as communication facilitator between the various elements involved in the production on location.
- Performed all tasks, on and off set, as required by photographer and producer to their complete satisfaction.
- Organized travel schedules, routes, and tickets for the production team and their clients.

Talent Agent Assistant Intern, Moodswing 360

New York, NY
February 2012 - May 2012

- Enhanced artists' careers through strategic planning, effective timelines, and coordination of services.
- A driving force behind the marketing and publicity strategy for artists like DJ Enferno & Outasight resulting in several successful concerts, increase of fan base, and clientele opportunities.
- Shaped agency's brand value through creative implementation of music into campaigns by producing digital content that delivers organic impressions and valuable editorial coverage.
- Coordinated all aspects of event management and vendor relationships through site selection, proposal planning, and transportation/hotel reservations.
- Integrated digital marketing efforts, including websites, e-mail, social media, SEO, direct mail, mobile, and online promotions.

Media Buying Intern, Bloomingdale's

New York, NY
February 2010 - May 2010

- Calculated Gross Rating points and consumer trends; furthermore, researched media opportunities to achieve high reach and frequent viewing of the company's ads.
- Increased interaction with media campaigns by negotiating with sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising.

TECHNICAL SKILLS

Mac OS. Adobe Suite

Microsoft Office 2007/10/13



Web | UX Design



EDUCATION

CUNY Baruch College Class of 2014

BBA Marketing Minor in Graphic Design

Academy of American Studies Class of 2010