

Leilanie Torrens

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[Portfolio](#) | [LinkedIn](#)

Detail-oriented Digital Marketing Strategist with a passion for content creation and digital design. Experienced in leading brand identity projects, including the creation of comprehensive brand books and visually cohesive marketing materials. Proven track record in sales and beauty advisory, with extensive hands-on experience in social media management, strategy, and content creation. Eager to leverage design expertise and digital marketing skills to drive brand awareness and engagement in both B2B and B2C environments.

Education:

University of Central Florida — Bachelor of Science in Public Relations and Advertising

Valencia College — Associate of Arts in General

Experience:

Dreavita Counseling Coaching & Consulting — Digital Marketing Strategist
July 2024– Present

- Lead brand designer responsible for developing a comprehensive new brand identity and creating a detailed brand book.
- Spearheaded design and content creation across multiple platforms, ensuring consistency with the new brand guidelines.
- Collaborate with leadership to align visual elements with the company's mission and vision, enhancing brand visibility and engagement.
- Utilized Canva and Adobe Creative Suite to craft visually appealing marketing materials, including social media content, print collateral, and website assets.

ACEs Matter, Orlando, FL — Social Media Manager & Strategist

Internship | Nov 2022 - May 2023

- Created event advertising content and developed a company PR package.
- Formulated a social media strategy to enhance brand awareness.
- Managed content coordination and engagement across multiple social media platforms

BeautyBlender, Orlando, FL — Sales Specialist

Jun 2019 - Mar 2020

- Provided personalized educational services to clients, adapting to various locations and effectively communicating brand messaging.
- Led successful brand sales event at a top Sephora location, achieving #1 sales ranking nationwide.

Skills

- *Bilingual (Spanish)*
- *Adobe Creative Suite*
- *Social Media Management*
- *Content Coordination*
- *Collaboration*
- *Organizational Skills*
- *Digital Communication Tools*
- *Microsoft Office*
- *SEO (Search Engine Optimization)*
- *Google Analytics*
- *Campaign Management*
- *Market Research*
- *Brand Awareness*
- *Content Marketing*
- *Remote Team Environment*

Certifications and Awards

- *Google Analytics Certification, December 2021*
- *Makeup Artist Certification, August 2020*
- *UCF Dean's List, Multiple semesters including Spring 2023*

