



## CONTACT ME AT



Mexico City, Mexico



ashley.torres0430@gmail.com



+1 732 609 5540 (USA)



<https://www.linkedin.com/in/ashley-torres-9a317a156/>

## SKILLS SUMMARY

- Project Management
- Scrum
- Microsoft Suite
- Google Analytics
- Facebook Ads
- Social Media Management
- Shopify
- E-commerce

## CERTIFICATIONS



Remarketing Lists for Search Ads: Efficiently Reach Higher - Value Audiences  
Google (May 2019)



Google Analytics  
Mercatitlan (October 2020)

# ASHLEY TORRES

## MARKETING PROFESSIONAL

### PERSONAL PROFILE

I am a brand marketing professional dedicated to project management with a passion for creativity and thinking outside the box.

### WORK EXPERIENCE

#### Project Manager & Business Dev. Assistant

Grey | June 2019 - December 2019

Balanced the direct oversight of client requested projects alongside our Grey NY team. Tasks include, streamlining communication between Mexico and NY, Assigning tasks and communicating clearly the clients wants and the teams ideas. Clients include: Applebee's, McCormick, Advil, and Abbott.

#### Project Manager

Tres Tres 8 | October 2019 - present

Monitor scheduling, trafficking, planning and resource management from accepted concept through delivery for marketing projects and campaigns. Clients include: Frody and 144Rayos

#### Corporate Communications Associate

Lufthansa German Airline | May 2018 - May 2019

Responsible for all media activity and communication for the airlines Mexico & Panama markets. Planned media events such as new route launches, airport gate events, and press conferences in Central & South America.

#### Digital Marketing Intern

Zero Waste Daniel | Jan 2018 - May 2018

Developed multi-platform campaigns for Facebook and Instagram and used Google Analytics to track sales and website activity

### EDUCATIONAL HISTORY

#### St. John's University (NYC)

Bachelor's Degree in Business Management

### LANGUAGES

English (Native), Spanish (Native), Portuguese (Intermediate)