

# SAMANTHA TORRES

87 16<sup>th</sup> Street  
Brooklyn, New York 11215  
972.765.0963  
spctorres@gmail.com

---

<b>EDUCATION</b>	<b>The University of Texas at Austin</b> <i>Bachelor of Arts</i> Major: Government Minor: Spanish Concentration: Public Relations and Business	December 2008
	<b>La Universidad Nacional de Córdoba (Argentina)</b> <i>Studied language, culture, and political history</i>	Summer 2006
<b>EXPERIENCE</b>	<b>Front &amp; Center Marketing – Freelance Marketing Associate</b>	New York, New York
Aug. 2009 – Present	<ul style="list-style-type: none"><li>Collaborate with the Boulder-based firm to create marketing campaigns for organic food and beverage products including GoodBelly</li><li>Manage media coverage and product launches at Whole Foods Market and independent organic grocers</li></ul>	
June 2008 – Aug. 2009	<b>State Farm Insurance – Marketing Assistant</b> <ul style="list-style-type: none"><li>Increased agency sales by 70% by conducting a monthly examination of insurance and financial policies for current and prospective</li><li>Managed the agency website, local newswires, and online marketing campaigns</li><li>Worked independently to develop communications materials, including but not limited to an agency newsletter and bi-monthly press releases.</li></ul>	Austin, Texas
Feb. 2008 – Oct. 2008	<b>Pixie Maté Tea – Public Relations Intern</b> <ul style="list-style-type: none"><li>Telecommuted with the Boulder-based company in order to manage product launches in Houston, Dallas and Austin</li><li>Established sponsorships, product placement, and media coverage by maintaining positive relationships with event organizers and beverage buyers</li><li>Conducted research regarding the Texas beverage industry and target consumers</li></ul>	Austin, Texas
July 2007 – Jan. 2007	<b>Office of Representative Patrick Rose – Legislative Intern</b> <ul style="list-style-type: none"><li>Assisted legislative aides in order to expand legislative campaigns along with fundraising efforts for local non-profit organizations</li><li>Examined proposed legislation that affected Representative Rose, the Human Services Committee, and our local constituents</li><li>Drafted weekly press releases and letters in response to constituent concerns</li></ul>	Austin, Texas
Mar. 2006 – April 2007	<b>The Children’s Center of Austin – Public Relations Assistant</b> <ul style="list-style-type: none"><li>Assisted center directors with curriculum development and community outreach</li><li>Directed center events for current and prospective families in order to promote school values and benefits</li><li>Organized center fundraisers, food drives, and community events to benefit non-profit organizations and homeless shelters</li></ul>	Austin, Texas
<b>ACTIVITIES &amp; SERVICE</b>	<b>NYC Texas Exes – Philanthropy Co-Chair</b> (Sept. 2009 – Present) <b>Texas Exes – Public Relations Committee</b> (July 2009- Present) <b>The University of Texas SHARE – Ambassador and Fundraiser</b> (2007-2008) <b>Zavala HOSTS – Tutor</b> (2006-2008) <b>Texas Exes Student Chapter – General Member</b> (2005-2008) <b>The National Society of Collegiate Scholars – General Member</b> (2005-2006) <b>Alpha Lambda Delta Honor Society – General Member</b> (Inducted Spring 2005)	
<b>SKILLS</b>	Fluent in written and conversational Spanish Website and database management, Microsoft Office, InDesign Social media, press releases, client letters, executive summaries Strong interpersonal and communication skills with proven leadership ability	