

A L I S A T O R R E N C E

Digital Marketing



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| DFW, TX



| /AlisaTorrence

EDUCATION

**Bachelor of Science, Digital Retail
Minor, Consumer Experiences**
University of North Texas, Denton, TX
Exp. Graduation 2022

STRENGTHS

- Strong Communicator
- Collaborative
- Innovative
- Organized
- Reliable

TECHNICAL COMPETENCIES

Digital Platforms
HTML5
Magento
Microsoft Word
Microsoft PowerPoint
Microsoft Teams
Product Catalog Management
Social Media

COMMUNITY ENGAGEMENT

NATIONAL RETAIL FEDERATION ASSOC.
Student Member
2019 - present

FIRST BAPTIST DENTON COLLEGE
Ministry Overflow Leader
2018 - 2019

DENTON ROTARY CLUB CHILD ADOPTION FAIR
Volunteer
2019

PROFILE

Aspiring e-commerce digital marketer, experienced with digital eCommerce platforms, seeking an opportunity to join a collaborative and innovative team that will allow me to gain insights and learn best practices surrounding the consumer experience.

WORK EXPERIENCE

PRESCHOOL TEACHER

First Baptist Denton
September 2018 – Present

Classroom Management: Engaged with parents to create a safe, nurturing environment for their children to play and learn. Partnered with faculty leadership to create and support appropriate curriculum. Maintained an organized classroom while supporting (10)+ toddlers.

Risk Management: First Aid & CPR certified, ensuring child safety at all times.

SEASONAL MERCHANDISE ASSOCIATE

Homegoods
October 2019 – December 2019

Consumer Experience: Utilized standards and procedures established to promote customer loyalty and sales. Greeted guests and responded to customer concerns and questions as needed. Issued receipts, processed refunds, credits, and exchanges with a positive attitude.

CATERING SERVER

UNT Verde Catering
November 2018 – September 2019

Event Management: Responsible for event logistics including decorations, arranged linens and table setting according to event theme and formality. Arranged food and beverage stations to meet contract specifications.

Guest Experience: Followed the established table service procedures to create an atmosphere where guests felt welcomed and appreciated.