

# Michaelle De La Torre

Digital Marketing Manager

michaelledt@yahoo.com • (972) 624-9982  
www.linkedin.com/in/michaelledelatorre • Dallas, TX

## Summary

Ambitious, high-energy self-starter with a proven ability to direct and execute complex projects, drive marketing strategies, and increase sales. Collaborative team-player with high interpersonal intelligence and understanding of client needs. Detail and results-oriented professional possessing strong analytical skills and a penchant for digital marketing.

## Education

### **BA in Advertising, Minor in Public Relations**

The University of Texas at Arlington  
Arlington, TX, 2022

### **Associate of Arts**

Eastfield Community College  
Mesquite, TX, 2016

## Professional Training

Public Relations Intern,  
Southside Community Garden

Marketing Intern,  
After8toEducate

## Affiliations

Public Relations Student Society of America, Member  
American Advertising Federation, Member

## Languages

English, Fluent  
Spanish, Fluent  
Thai, Fluent  
Laos, Fluent

## Areas of Expertise

- Digital Marketing
- Brand Development
- Business ROI Analytics Interpretation
- Problem-Solving
- Advertising
- Client Relations
- Project Management
- Sales Lead Generation

## Licenses & Certifications

Digital Media, UTA, December 2022  
Fundamentals of Media Relations, Muck Rack, April 2022  
Online Marketing Foundations, LinkedIn, February 2022  
Project Management Institute, UTA, February 2022  
IAB Digital Marketing and Media Foundations, UTA, February 2022  
National Association of State Board Accountancy, UTA, February 2022

## Professional Experience

### **MADLAB Creative, Freelance** **Sept 2021 – Present** **Graphic Designer, Web Designer, Social Media Mgmt., Public Relations**

Support clients in a freelance capacity to create unique and vibrant websites on WordPress, Squarespace, Wix, Shopify, and Ecwid through web design, mobile optimization, and implementation of SEO tactics. Direct all composition, color, illustration, typography, and branding for client projects, including logo creation and social media management.

- Produced 3-4 pitches and press kits per month.
- Compiled and maintained a list of effective media contacts.
- Resolved all customer inquiries without escalation.

### **Crescent Regional Hospital, Lancaster, TX** **Sept 2018 – Oct 2020** **Digital Marketing Manager**

Oversaw all company marketing communication to include branding, public relations, and advertising. Collaborated with internal and external stakeholders and spearheaded all company marketing activities. Administered marketing policies and objectives throughout the company. Tracked overall marketing performance including events, websites, email blasts, webinars, advertisements, and more.

- Advanced HPA's brand identity through developing and implementing a strategic marketing plan.
- Created and monitored the marketing department operating budget of \$100K
- Utilized billboard advertising to bring in 3-5 new surgeries per month.

**Zenith Healthcare & Rehabilitation Services, Hurst, TX**  
**Social Media Manager**

**June 2017 – Sept 2018**

Managed all digital initiatives including paid media, social media, website, and search engine optimization. Generated fresh content to attract organic search traffic, designed all printed materials utilizing Adobe InDesign and illustrator, and introduced unique strategies for email, calendar, and promotions.

- Implemented a Pay Per Click campaign with a success rate of 140%.
- Distributed marketing mailers with a 75% success rate.
- Utilized social media and google advertising to augment patient base by 6-10%.

**Medico MD Corporate, Irving, TX**  
**Digital Marketing Coordinator**

**April 2016 – March 2017**

Produced content for various health programs and designed original flyers, brochures, banners, and business cards. Curated photos, contents, and community events for twenty-seven clinics. Addressed all reviews, comments, and messages from customers. Ensured regular updates of plugins and widgets and drafted blogs to boost SEO rankings.

- Administered the content of three websites.
- Monitored Google, Facebook, and Yelp for all twenty-seven clinics.  
Increased patient traffic by 20 patients per day through social media ads, resulting in 12 new patient appointments.