

Alans Torres

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Summary of Qualifications

- Higher education in disciplines that have equipped me to be a strategic communication professional.
- Possess the technical and digital skills to convey a message or tell a story in the modern landscape.
- Can apply leadership and managerial experience to lead projects, sales tactics, and goals.
- Adaptive and fast learner with a drive for modernity, innovation, and progress.

Education

University of Southern California

Master of the Arts in Public Relations and Advertising

May 2026

California State University, Fullerton

Completed Bachelor of the Arts, with a double major in Cinema Television Arts and Communications with an emphasis in Advertising (Graduated with honors: Magna Cum Laude)

May 2019

Experience

Hampton Inn & Suites by Hilton, Sales Manager, Irvine/Orange County Airport, CA Apr. 2023 – Aug. 2024

- Managed and generated new business for the hotel by composing quick and effective proposals.
- Practiced excellent customer service by adopting a responsive and customer-first sales strategy.
- Strategized and executed action plans to establish and maintain relationships with new and local businesses.
- Created and executed marketing tactics to effectively communicate and carry out sales and prospecting.

Hampton Inn & Suites by Hilton, Sales Coordinator, Irvine/Orange County Airport, CA Apr. 2022 – Apr. 2023

- Executed and organized stay details and requests generated by group travel.
- Filed and kept detailed records of business, meetings, and client calls.
- Found creative ways to welcome and personalize the client's stay and experience during their visit.

4 Sundays (Film), Graphic Artist & Animator, Los Angeles, CA May. 2023 – Present

- Develop promotional materials such as the film key art and posters.
- Designed and animated social media scenes to advance a plot and tell a story.
- Applied my visual storytelling skills to convey a mood and set the tone the director was after.
- Implemented my technical skills using design, animation, and editing software.

These Hands (Film), Producer, Cal State Fullerton, Fullerton, CA Jan. 2019 – Feb. 2020

- Managed budget and coordinated production expenses to meet quotas and production demands.
- Led production team during meetings and provided a critical eye for production decisions.
- Filed paperwork and administrated legal and procedural duties required to carry out production.
- Organized meetings and catering needs throughout the production period.

Community Service/Organizations

The Crepe Factory, Marketer, Anaheim, CA.

Jul. 2020 – Present

- Created and developed brand image and personality.
- Developed social media platforms and a website.
- Filed and organized paperwork needed for operations.
- Strategized tactics and promotional media to drive sales and brand loyalty.

Skills

Bilingual in Spanish and English | Proficiency in Adobe software | Strong Writer | Film Production Skills
Office | Salesforce | Photographer | Graphic Artist and Animator | Strategic Communication Professional

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References

- **Nichelle Colasont**, Director of Sales and Marketing
Hampton by Hilton, 2192 Dupont Drive, Irvine, CA 92612
949-689-6077
- **Quinn Su**, General Manager,
DoubleTree by Hilton, 7 Hutton Centre Drive, Santa Ana, CA 92707
909-802-5968
- **Mun Chee Yong**, Film Director and Professor
4 Sundays (Film), Los Angeles, CA
323-366-0338