

Jessica Torrez-Riley

Demonstrated leadership in executing effective digital engagement projects, managing high-profile client relationships, and streamlining internal processes to solve challenges.

EXPERIENCE

Marketing Program Manager, Northeastern University, Seattle

JUNE 2015 - SEPTEMBER 2016

- Directed regional efforts to implement go-to-market program strategies, increase brand awareness, and establish bicoastal marketing workflows.
- Established prospective student lead pipelines through digital engagement strategy and partnership nurturing in Seattle area.
- Amplified digital reach and audience engagement by developing editorial content strategy, email and social advertising (+3.5mm paid, +0.5mm organic impressions, FY16) Facebook, Twitter, LinkedIn, Youtube, Google+.
- Led content architecture overhaul for new website launch and weekly editorial blog (Wordpress).

Interactive Producer, Catalysis, Seattle

DECEMBER 2013 - JUNE 2015

- Exceeded client expectations with efficient management of email, web, social and database projects from concept to delivery: Microsoft Online Services, Gap Brands, ExactTarget and The Gates Foundation.
- Took on leadership roles to expanded projects' scope, sell new business, and streamline internal PM processes managing developer and QA resources.
- Owned \$125,000/monthly billings, wrote SOWs estimating project scope.
- Executed 2,000+ email ExactTarget/Salesforce Marketing Cloud campaigns.
- Managed Sitecore CMS for global, multi-language website.
- Oversaw development process for internationally-compliant landing pages.

Streaming Media Assistant, MLB Advanced Media, NYC/Remote

MAY 2010 - OCTOBER 2014

- Ensured positive user experience of MLB.TV and GameDay live streaming.
- Executed QA testing of video and audio stream quality, feature accuracy and historical significance, troubleshooting issues directly with engineers.

Seattle, WA 98107

(425) 442-4712

jessicatorrezriley@gmail.com

[@torrezriley](https://www.linkedin.com/in/jessicatorrezriley)

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SKILLS

Highly proficient writing, communication and presentation skills.

+3 years experience in project management tools and techniques: Agile principles; Scrum; writing SOWs; task and asset management with TFS Trello, JIRA; project timeline and budget tracking in Clarizen.

+5 years with social, email & web analysis tools: Salesforce / ExactTarget, Sysomos, Constant Contact, Radian6, Hootsuite, Google Analytics, and Excel.

+5 years in QA, content management systems and front-end development: HTML, CSS, Wordpress, Tumblr, Sitecore, Litmus for email QA, ExactTarget AMPScript.

+10 years in social, digital, print and video content creation: Adobe PhotoShop, Illustrator, InDesign; video editing with Final Cut Pro; DSLR photography.

AWARDS

Best Reality Show Social,
Social TV Awards, July 2013

'Ass-Kicker' of the Month,
MXM Social, November 2012

Community Manager, MXM Social (NBC), Los Angeles

JUNE 2012 - JULY 2013

- Award-winning social platform management for NBC's *The Voice*, increasing social presence by 172% adding +6.5 million new fans across platforms (Facebook, Twitter, Instagram, Tumblr, Pinterest, Vine, Google+).
- Embedded on site at NBC Universal to enhance client relationship and establish communication flows between agency and NBC Universal marketing, publicity, sales, sponsors and show production.
- Effectively launched social campaigns that engaged national audiences, captured unique show voice, capitalized on developing trends, and met sponsors' requirements.
- Delivered detailed analytics on social engagement, reach and ROI metrics.
- Managed creation of creative assets with NBC digital team, enhancing flow for fast GIF and meme delivery and increasing performance of shareable content.

Production Coordinator, Al Roker Entertainment, NYC

JANUARY 2009 - DECEMBER 2010

- Organized and supported logistics of a dozen docu-reality TV programs from concept development through to post-production video deliverables.
- Assisted VP of Production and Operations, managing day-to-day office operations, on-set permits and releases, and payroll.

News Reporter, The Patriot Ledger, Quincy, MA

JANUARY 2007 - DECEMBER 2007

- Wrote and researched general assignment stories, obituaries, briefs and produced online video content by conducting in-person and phone interviews under tight deadlines.

EDUCATION

M.A. Interactive Media, Elon University, North Carolina

GRADUATED JUNE 2012

- Focused on technologies affect on users and the process of user-centered design and issues of usability.
- Researched location-based services and mobile habits of collegiate sports fans, extended abstract published in Mobile-HCI 2012 conference proceedings, and presented in poster sessions.

B.A. Journalism and Cinema Studies, Northeastern University, Boston

GRADUATED DECEMBER 2009, *Summa Cum Laude*

- Held 6-month co-op positions at The Patriot Ledger (News Reporter), Al Roker Entertainment (Development Intern/PA) and Northern Light Productions (Research Intern).