

CHRISTIAN A. TORRADO



Summary

Energetic copywriter driven by all things creative in the advertising world. Proactive in working with team to develop effective campaigns and creative strategies. Possess a unique set of communication, conceptual, and analytical skills gained through academics and marketing related internships.

“Curiosity about life in all of its aspects, I think, is still the secret of great creative people.”

Leo Burnett

Please see website or connect with me at the below referenced contact for portfolio work.

CONTACT

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New York, NY 10038

LinkedIn

www.linkedin.com/in/christian-torrado/

Website

<https://www.christianthecopywriter.com>

EDUCATION

PACE UNIVERSITY, NEW YORK, NY

Advertising and Integrated Marketing Communications Major
GPA Overall/GPA in Major: 3.05/3.59

RELEVANT COURSEWORK:

Fundamentals of Advertising & Promotion, Marketing Research, Consumer Behavior, Advanced Marketing Management, Public Speaking

AMERICAN WRITERS AND ARTISTS INSTITUTE: ACCELERATED PROGRAM FOR SIX-FIGURE COPYWRITING

Online course specialized for direct response copywriting

CLUBS

Pace Advertising Club, Zeta Beta Tau Fraternity

RELEVANT EXPERIENCE

INTERNSHIP: TILTSTA, NYC OFFICE

Marketing Intern

June 2018 - August 2018

Handled contact sheets for events, generated potential marketing leads, collaborated with team on app layout.

Contact: Bonny Morlak – Founder/CEO

bonny@tiltsta.com

COMPASS REAL ESTATE, NYC OFFICE

Marketing Consultant

September 2019 – June 2020

Creation and management of social media content; wrote and designed monthly newsletter; prepared and send out direct mail campaigns, created videos for exclusive listings.

Contact: Zahra Joudi – Licensed Real Estate Broker

zahra@compass.com

PACE UNIVERSITY BRAND MARKETING TEAM

Creative Strategist, Presenter

September 2019 – April 2020

Developed distinct creative strategy to increase brand awareness; created and wrote print and digital ads; created television spots; represented team and presented campaign at the 2020 NSAC competition sponsored by the American Advertising Federation.

TECHNICAL SKILLS

In-depth knowledge of Adobe Premiere Pro
Adept with Adobe Photoshop and Illustrator