

MELISSA DE LA CARIDAD TORRES

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SKILLS SUMMARY

Strong Communication & Engagement

- Effectively interacts with diverse audiences, conveying brand messages with enthusiasm and clarity.

Bilingual & Culturally Aware

- Fluent in English and Spanish, with conversational skills in Portuguese, enhancing connections with diverse communities.

Event Promotion & Social Media Savvy

- Leverages digital platforms to generate buzz and drive attendance through compelling content.

Customer Experience & Relationship Building

- Creates meaningful connections with guests, fostering brand loyalty and positive experiences.

Adaptability & Problem-Solving

- Quickly responds to challenges, ensuring seamless event execution and brand representation.

Passion for Art & Storytelling

- Engages audiences by sharing meaningful narratives behind brands and events, creating immersive experiences.

EDUCATION

- **Bachelor of Arts in Psychology with Honors**
University of South Florida | Graduated: May 2021
- **Bachelor of Arts in Psychology with Honors**
University of Florida | Completed Coursework: August 2017 - December 2017
- **Associate of Arts with Honors**
Hillsborough Community College | Graduated: May 2017
- **High School Diploma with Honors**
Leto High School | Graduated: June 2017

EXPERIENCE

- **BRAND AMBASSADOR**
Echoes of Beauty Art Exhibit-Coastal Creative
March 2025 – Present
 - Utilized social media and community engagement strategies to generate buzz for *Echoes of Beauty*, crafting compelling posts and stories that highlighted featured artists and the exhibit's cultural significance.
 - Welcomed attendees and provided insightful commentary on the artwork, fostering deeper appreciation by sharing artists' inspirations and techniques while encouraging interactive discussions.
 - Embodied the exhibit's artistic vision by curating an inviting atmosphere, guiding guests through installations, and facilitating connections between artists and visitors to enhance their overall experience.

- **BRAND AMBASSADOR**

VivaZen

March 2025 – Present

- Represented VivaZen Natural Energy Drinks at events and on social media, building brand awareness and fostering a strong community of loyal customers.
- Cultivated relationships with key influencers and customers, driving product trials and increasing brand visibility through personal endorsements.
- Delivered engaging presentations and product demonstrations, effectively communicating the brand's values and benefits to diverse audiences.

- **BRAND AMBASSADOR**

Mahatma Rice

February 2025 – Present

- Represented Mahatma Rice sponsoring racecar driver Patricio O'Ward at high-profile motorsports events, such as FireStone Grand Prix of St. Petersburg engaging with thousands of attendees to elevate brand visibility and consumer connection.
- Spearheaded interactive brand activations, including product sampling and educational sessions, driving audience engagement and fostering long-term brand loyalty.
- Collaborated with event organizers and key stakeholders to ensure a seamless and impactful brand presence, enhancing consumer experience and event execution.

- **BRAND AMBASSADOR**

NewBridge Marketing Feb 2025 – Present

- Assisted in executing Verizon FanFest 2025 in Tampa, a major nationwide initiative engaging thousands of attendees across multiple cities.
- Experiential Marketing & Consumer Engagement – Supported interactive brand experiences that enhanced audience participation and strengthened Verizon's market presence.
- Project Coordination & Logistics – Collaborated with teams to ensure seamless execution of large-scale activations, contributing to the event's overall success.

- **EVENT COORDINATOR & CUSTOMER RELATIONS**

Las Tres Torres, Inc.

June 2020 - Present

- Developed promotional strategies for events and coordinated schedules, working closely with clients to ensure smooth execution of projects.
- Managed logistics, marketing outreach, and team collaboration to deliver high-quality events on tight deadlines.

- **SCRIBE**

MURTHY RAVIPATI, M.D. (INTERNAL MEDICINE)

SEPTEMBER 2018 - SEPTEMBER 2024

- Transformed complex medical information into patient-friendly content, enhancing understanding and engagement.
- Developed educational materials that strengthened the clinic's brand reputation and patient loyalty.

- **Medical Assistant**

Outpatient Pain & Wellness Center

February 2019 - May 2020

- Managed medical documentation and coding for insurance billing while serving as a bilingual interpreter to facilitate communication for Spanish-speaking patients.
- Created bilingual patient outreach campaigns to increase engagement among Spanish-speaking patients.
- Assisted in developing visual content for patient education, contributing to the center's overall communication strategy.

- **Creative Content Development**
Developed bilingual educational content to simplify medical information, effectively broadening the audience reach.
- **Front Desk Receptionist**
A Z Medical Center
January 2018 - January 2019
 - Represented the center's brand, ensuring positive first impressions and a welcoming environment for all visitors.
 - Managed patient communications and improved the scheduling process, enhancing patient satisfaction and retention.

AWARDS AND ACKNOWLEDGEMENTS

- Anne Frank Humanitarian Award I Recipient, 2016
 - Awarded for exceptional leadership in community engagement and advocacy.
- Prudential President's Volunteer Service Award I Recipient, 2016
 - Recognized for significant contributions to volunteer work and impactful community projects.

Technical Skills

- **Event Promotion Tools:** TikTok, Instagram, YouTube
- **Microsoft Office Suite:** Excel, Word, PowerPoint, Outlook
- **Bilingual:** Fluent in English and Spanish. Conversational Portuguese. Elementary Korean.
- **Certifications:** BLS (Basic Life Support)

