

A professional headshot of Ana Torres, a young woman with long brown hair, wearing a light-colored ribbed turtleneck and black pants. She is standing with her arms crossed. To her right is a large, bold, teal-colored text block.

ANA TORRES

**Digital Marketing • Social Media Strategy
Content Creation • Analytics**

Hi! I'm Ana — a bilingual digital marketing and social media strategist with experience developing multi-platform campaigns, producing social-first content, and driving audience engagement through data-driven insights. Most recently, I served as a **Digital Marketing Associate at the Cato Institute**, where I managed content strategy, produced video and graphics, analyzed performance data, and collaborated across departments to amplify research, events, and educational initiatives.

Previously, I contributed to the Wilson Center's Latin American Program as a digital communications intern, producing multimedia content and research-driven videos. I'm fluent in English and Spanish, proficient in Italian, and passionate about storytelling, user-centered digital communication, and creative brand-building.

EDUCATION & CERTIFICATIONS

BACHELOR OF ARTS, WORLD LANGUAGES & LITERATURES (SPANISH & ITALIAN)

Southern Methodist University — December 2019

BACHELOR OF ARTS, INTERNATIONAL STUDIES (LATIN AMERICA)

Southern Methodist University — December 2019

CERTIFIED DIGITAL MARKETING PROFESSIONAL

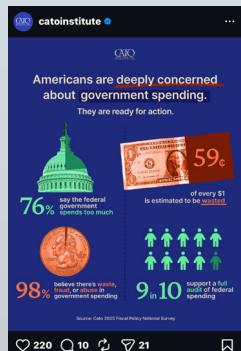
Digital Marketing Institute — 2024



SOCIAL MEDIA STRATEGY

At the Cato Institute, I managed multi-platform social strategies, developed content concepts, wrote copy, and coordinated messaging across teams. For these visual assets, I collaborated closely with our in-house graphic designers who produced the final designs based on my content outlines.

Government spending infographic



Tweet-to-graphic conversions



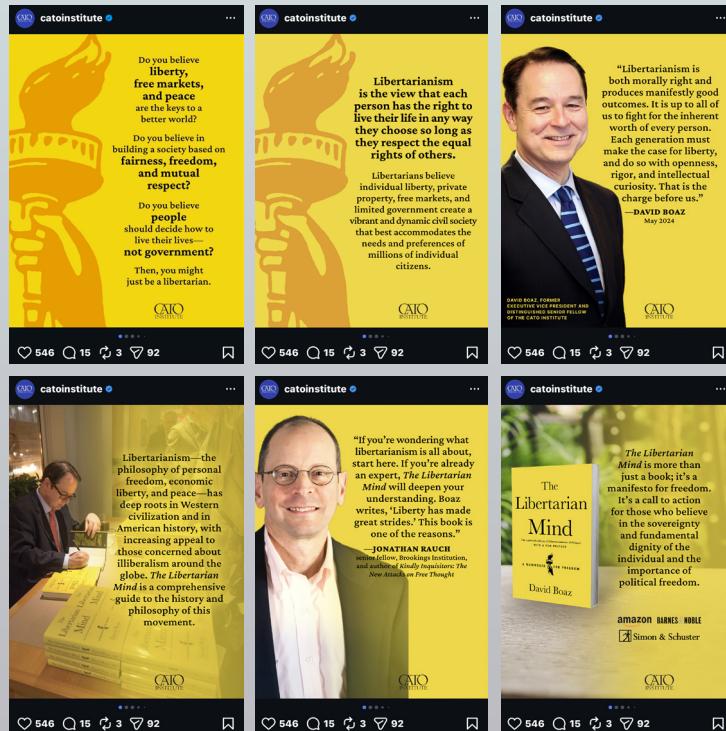
Socialism statistics carousel



Drug trafficking conviction stats



Book storytelling posts



CONTENT CREATION: GRAPHICS



Penguin Random House book banners

A set of digital banners created as part of a Penguin Random House job application exercise, combining compelling visuals with concise, narrative-driven copy; concept and design by me.



CONTENT CREATION: GRAPHICS

Zaloa Languages New Year tradition posts

A social media mini-series highlighting New Year traditions around the world, blending cultural storytelling with visually engaging, language-focused graphics.



NEW YEAR'S TRADITION

In the U.S., people gather in New York City's Times Square to watch the dropping of a giant ball at the stroke of midnight. It is also a huge televised event even outside the U.S.



NEW YEAR'S TRADITION

In Mexico, (and in many other Hispanic countries) just when the clock hits midnight in New Year's Eve, everyone has to eat 12 grapes and make a wish for each grape.



NEW YEAR'S TRADITION

The Bleigießen tradition in Germany consists in melting lead and then pouring it into cold water to read the form it takes and guess what the new year holds for us.



La Semanita Special Edition: Vaccine Diplomacy

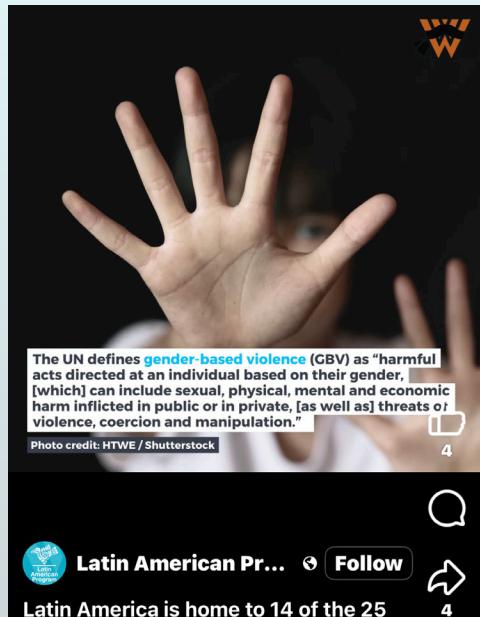
An original infographic I produced for "La Semanita" highlighting vaccine diplomacy and immunization status across Latin America.

La Semanita Special Edition: Vaccine Diplomacy



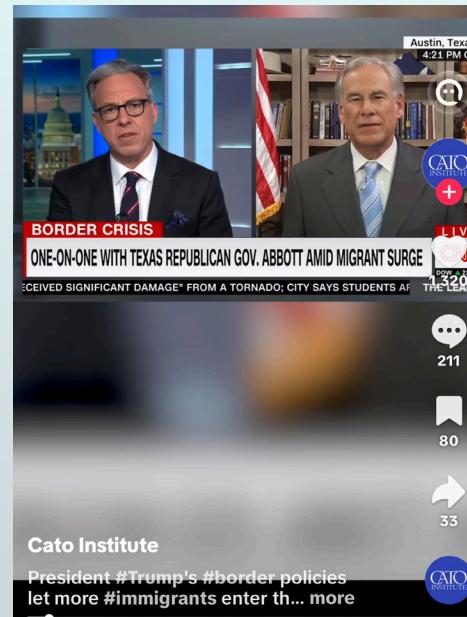
By Ana Paula Torres and Stephany Ordóñez
Sources: PAHO, Reuters, Infobae, Bloomberg News, CNN, NPR, UNICEF.
*As of March 22, 2021. Reuters

VIDEO PRODUCTION



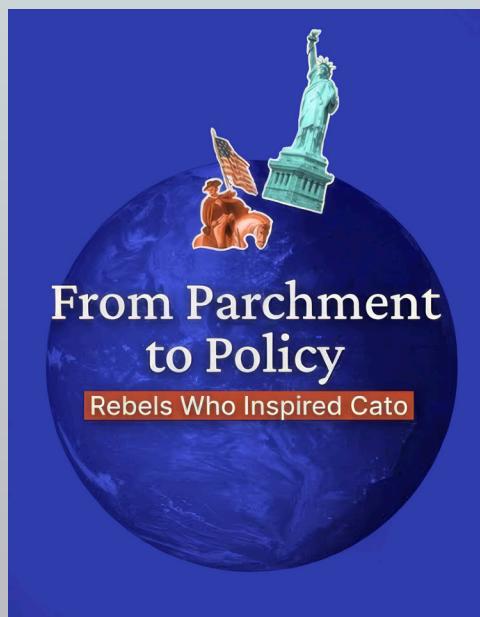
Wilson Center GBV video

At the Wilson Center, I researched, scripted, and produced a video on gender-based violence in Latin America to raise awareness for Women's History Month.



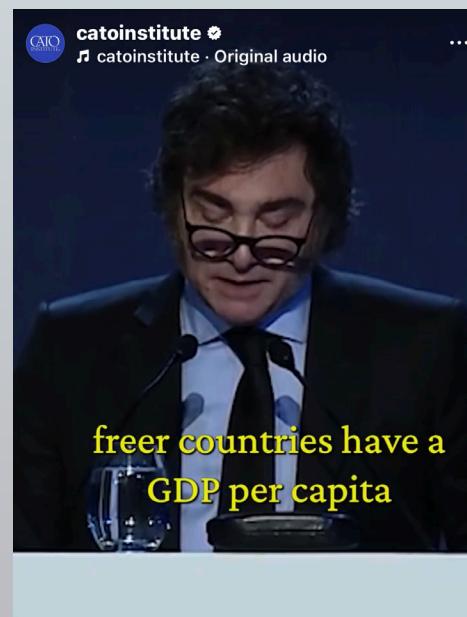
TikTok viral clip

A media-hit clip I produced to highlight external coverage referencing Cato's work and extend its reach across TikTok.



From Parchment to Policy video

A brand-storytelling video I scripted and co-produced to clearly communicate what Cato is and what it stands for, developed in partnership with a graphic designer.



Event coverage (Milei)

Javier Milei speaks at Cato's Conference. We captured a viral event moment to boost relevance and real-time engagement.

ANALYTICS & REPORTING

I produced monthly performance reports for 50+ accounts, analyzing growth, impressions, engagements, and top-performing content.



***SENSITIVE INFO BLURRED TO PROTECT COMPANY DATA**

CONTACT



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