



# ALVARO TORRES

## Marketing Representative / Freelancer & Front-End Developer

Versatile professional excelling as a Marketing Representative and thriving as a Freelancer & Front-End Developer. Experienced in leading cross-functional teams, implementing technology solutions, and crafting data-driven marketing strategies for increased market share and revenue. Simultaneously, as a Freelancer & Front-End Developer, I bring proficiency in HTML, CSS, JavaScript, and frameworks to deliver visually striking and user-centric websites. With a unique blend of technical acumen and creative vision, I am committed to driving innovation and delivering exceptional results in both leadership and front-end development roles.



### Phone

+1 956 - 246 - 0648



### Email

alvaro@alvarotorres.dev



### Web

alvarotorres.dev

Weslaco, TX USA

## SKILLS

JavaScript/React/Express.js/Node.js/  
REST APIs  
HTML/CSS/TailwindCSS/jQuery  
Shopify/Wix/cPanel  
Microsoft 365 Admin/Teams/OneDrive  
Excel VBA  
Meta Ads /Google Analytics  
Data Analysis  
Photoshop/Premiere Pro

## OTHER

### Languages

- English
- Spanish (Semi-Fluent)

### Personal Skills

- 90wpm avg. typing speed
- Management Skills/Team Player
- Great communication/Detail oriented/Organized
- Creative/Innovative

## EXPERIENCE

*Showing experience from past 5 years...*

2024 - Present

*Finance of America - Remote*

### Marketing Representative

As a Marketing Representative, I excel in building genuine connections with borrowers. I provide valuable insights into our products, smoothly transitioning customers to our sales team. With my talent for quickly sorting out problems and empathizing with each person's needs, I regularly exceed goals, making sure every interaction leaves a lasting, positive impression.

2021 - 2024

*Lilliput Management Company - San Benito, TX*

### Director of Marketing & IT

As the Director of Marketing & IT, I led a team of marketing specialists, overseeing brand strategies and managing daily operations for a staff of six. I drove innovation by integrating and updating systems, such as day-to-day CMS software, to enhance efficiency. Additionally, I managed website operations and troubleshoot technical issues, ensuring seamless functionality across the organization.

2020 - 2021

*Maximus - Remote*

### Team Lead & Excel Expert

As both Team Lead and Excel Expert for the Call Center Project, I oversaw 2 teams of 10 agents and managed "escalations" using an MS Forms-based "Escalation Tracker" that I created. Additionally, I developed MS Excel Workbooks with coded functionalities, enhancing daily work efficiency based on requests from Supervisors and the Call Center Manager. My dual role involved coaching sessions to ensure all representatives met project goals, focusing on optimal call metrics and efficient information retrieval methods.

## EDUCATION

### Computer Science | AI Concentration

Full Sail University - Online

April 2024 - Present

### HTML, CSS, JavaScript, React, Python, PHP

Team Treehouse - Online

2021

### Biomedical Sciences & Computer Science

The University of Texas - Rio Grande Valley  
Edinburg, TX

2014 - 2016

### High School Diploma

Weslaco High School -  
Weslaco, TX

2010 - 2014