

ASHLEY TORRES

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585-773-0071

Senior Copywriter & Social Media Manager

Strategic copywriter and content creator blending sharp storytelling with data-driven thinking. Experienced in building multi-brand voices across social and paid, creating trend-savvy, high-performing content that drives engagement and conversions. Equal parts creative instinct and performance mindset, with a knack for making brands feel relevant, human, and worth paying attention to.

EXPERIENCE

Content Creator

Since 2025

- Created and optimized short-form content for TikTok and Instagram using native tools and CapCut, driving engagement and reach.
- Managed end-to-end content production (ideation, scripting, filming, editing, voiceover) with a consistent brand voice.
- Leveraged social listening and trendjacking to create timely, high-performing content aligned with platform trends.
- Achieved 15.7K views within the first two months on Instagram, demonstrating rapid audience growth.
- Used performance insights to iterate on hooks, captions, and formats, improving views, watch time and engagement.
- Built audience connection through community engagement and a cohesive visual/storytelling style.

Copywriter

Wegmans Food Markets · April 2024 – Present

- Led brand messaging across social, paid, and digital channels, maintaining a consistent voice and aligning with business goals.
- Developed and executed data-driven, 360° campaigns, optimizing performance to improve engagement, conversions, and ROI.
- Wrote and A/B tested high-performing paid media copy across search, social, and display, iterating based on performance insights.
- Collaborated cross-functionally with creative and marketing teams to streamline workflows and deliver cohesive, high-impact campaigns.
- Retained as a contract copywriter beyond initial maternity leave coverage due to strong performance; developed on-brand content across e-commerce, DTC and social.
- Led social strategy and copy for restaurant brands, driving measurable growth, including a 25% increase in sales.

Senior Copywriter

Helen + Gertrude · February 2022 – April 2024

- Led multi-brand messaging and content strategy for Rinna Wines, Yes Way Rosé, Baby Magic, AmeriCOM and more, ensuring consistent voice across channels.
- Drove measurable performance, including +25% Meta engagement for Yes Way Rosé and 15K+ organic views with a 5% engagement rate for Rinna Wines.
- Wrote and optimized long- and short-form copy across paid media, social, web, and packaging, including search campaigns for iS Clinical (118 conversions, 2.16 ROAS in month one).
- Collaborated cross-functionally with creatives and strategists to develop campaigns, brand messaging and rebranding initiatives.
- Led influencer strategy and client communications, managing partnerships and ensuring timely, high-quality delivery.
- Applied SEO and AI-driven tools to enhance content performance and trained teams on best practices.

EDUCATION

Kent State University

Bachelor of Arts

English & Spanish

Kent State University

Master of Arts

Magazine Journalism

CORE SKILLS

- Content Strategy
- Content Creation
- Copywriting
- Visual Storytelling
- Editing
- SEO
- Brand Guidelines
- Brand Positioning
- Brand Voice
- Community Management

TECHNICAL

- WordPress
- Adobe InDesign
- Canva
- OpenAI
- Copilot
- Claude
- Capcut
- Figma
- Google Workspace
- Microsoft Suite

PUBLICATIONS

Hello Giggles

Cleveland Magazine

Buffalo Spree Magazine

Buffalo Magazine

WNY Weggings

REFERENCES

Available on request.

EXPERIENCE

Social Media Manager

Upstate Indie Weddings · October 2019 – January 2022

- Managed Upstate Indie Weddings website, overseeing content updates, structure, and performance optimization.
- Wrote and optimized SEO-driven web copy and blog content to improve search visibility and vendor discoverability.
- Ran social media channels, developing strategy, creating and filming original content, and designing branded assets to drive engagement and traffic.
- Led vendor relations and acquisition through outreach, partnerships, and membership growth initiatives.
- Planned and executed wedding shows and events, managing vendor coordination, logistics, and marketing efforts.

Social Media Manager

Made By Anatomy · August 2020 – January 2022

- Wrote blog entries on clients & custom dresses.
- Created social media posts promoting the owner's work.
- Used SEO in WordPress & social media platforms for optimal organic reach.
- Managed social media presence of over 8k followers.
- Provided feedback on UX & UI experience on the official website.
- Shot & edited video for Tiktoks & Instagram reels.
- Created & maintained social media calendar.

OTHER EXPERIENCE

Social Media Manager

Off Mainstreet Salon · 2018–2019

- Created social media posts promoting the salon and its priorities.
- Used SEO in WordPress & social media platforms for optimal organic reach.
- Managed social media presence.
- Provided feedback on UX & UI experience on the official website.
- Shot & edited video for Meta.
- Created & maintained social media calendar.

Spanish Recruitment Social Media Coordinator

Kent State University · 2017–2018

- Creating & curating content
- Spanish translation
- Research the history of Kent State University.
- Create engaging copy that would entice future students.
- Research trending topics.
- Interview various Spanish organizations & students.
- Manage content calendar & posts through Hootsuite.

Spanish Recruitment Social Media Coordinator

LUSH Fresh Handmade Cosmetics · 2017–2018

- Delivered high-level customer service through product education, ethical sourcing knowledge, and personalized recommendations, while maintaining deep expertise across all product categories.
- Trained and mentored new employees on sales techniques.
- Collaborated on in-store and social content creation, including filming, caption writing, and campaign storytelling, while serving as Charity Pot Star and building nonprofit partnerships.