

# Nicolas Tornoe

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## CAREER PROFILE

Passionate marketer eager to gain experience and make positive impacts in the marketing world. Brings an energetic and abstract way of thinking that has been exposed to cold-calling marketing to social media planning to in-depth research and analytical skills. Possesses strong qualities such as reliability, collaboration, and a goal-oriented attitude. Demonstrates a true understanding of marketing strategies and wants to continue learning.

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## EDUCATION

**BAYLOR UNIVERSITY** – Waco, Texas

**August 2018 – December 2021**

Bachelor of Business Administration

- Marketing & International Business
  - Baylor in Maastricht, Netherlands Research Internship
  - GPA 3.65
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## EXPERIENCE

**American YouthWorks** – Austin, Texas

**May – August 2021**

**Marketing Communications and Development Intern**

- Organized and planned social media posts on platforms such as Twitter and Facebook
- Performed in-depth analysis on existing and potential donors and grants for non-profit organizations
- Researched ways in which organization could improve in search engine optimization (SEO), such as using GoogleAds, keywords, and relevance on SERP
- Worked in close contact with Marketing Director/department on organizational flyers, designs, re-brands, and other digital marketing activities such as photography.
- Utilized digital marketing platforms such as MailChimp, Canva, and database questionnaires to improve the organizations reach and exposure to its target audiences

**ORES Commercial LLC** – Houston, Texas

**January – August 2021**

**Marketing and Design Intern**

- Designed and updated promotional flyers for ten different properties available for lease
- Successfully leased three properties due to marketing efforts, within the time of the internship
- Became experienced with CoStar, a marketing platform for commercial real estate properties, and was able to set up and monitor email campaigns and other KPI's.
- Gathered information on properties through considerable research on the competitive environment and communicated those findings through digital content with Microsoft Publisher
- Took further steps during internship to become knowledgeable in the industry of Commercial Real Estate, and will continue working with the firm as far as website development

**Baylor University Call Center** – Waco, Texas

**September 2019 – December 2021**

**Student Engagement Ambassador**

- Cold-call format in which current Baylor parents and alumni were reached to be offered opportunities to give back to different scholarships and funds through financial means
  - Dealt with much rejection which allowed for development of perseverance and persuasion skills
  - Experience with inputting data collected from calls, such as demographics and updating contact
  - Fast-paced environment and had to learn to adapt the script and focus of the conversations
  - Maintained an engaging and motivated attitude, while growing in confidence
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## ADDITIONAL

- Native and fluent Spanish speaker
- Hootsuite Social Media Certification
- Exposure to R, SPSS, Tableau, JMP
- Dean's List multiple semesters
- Delta Epsilon Psi Service Fraternity
- Alpha Lambda Delta Honor Society
- Hispanic Student Association