



NATALIE TORCHIA

EXPERIENCE

TEMPLE UNIVERSITY MSP SOCIAL MEDIA MANAGER

Temple University, Philadelphia, PA

February 2023-Present

- Upload content regarding Temple University's Media Studies and Production Major to social media platforms
- Review post analytics to study audience behavior with each post.
- Work with Instagram, Twitter, and Facebook.
- Create and upoad digital ads for upcoming Klein College events.

COMMUNICATIONS/SOCIAL MEDIA

COORDINATOR: ORGANIZATION ADMINISTATOR

Mid Atlantic Percussion Society, Schwenksville, PA

December 2022-Present

- Rebuild organization social media with a focus on managing Facebook, Instagram, and Twitter; Upload posts daily.
- Refine the MAPS website with competition updates/changes using IONOS and software
- Review analytics to increase following and focus on well-performing content.
- Travel to competitions across the Tri-State Area update live event details on social media and website.
- Serve as a member of the MAPS Administration Board, handle all communications through email and social media.

COMMUNITY & SOCIAL MEDIA MANAGER INTERN

Fandiem

June 2023-Present

- Create and build the Volunteering & NGOs group/community.
- Attract users and promote Heyday on external channels.
- Build and execute community content and growth plans.
- Engage community members.
- Moderate group content.

Social Media Marketing Intern

InfluenceTee

May 2023-August 2023

- Collaboratively work with a group of 5 interns to create social media presence.
- Use SWOT Analysis to create marketing strategy.
- Build social marketing plans.
- Create content calendars.
- Create ideas for Instagram, Tiktok, Twitter, and Facebook.



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EDUCATION

TEMPLE UNIVERSITY PHILADELPHIA, PA

Klein College of Media and Communication

B.A. in Advertising

Concentrations: Media Planning & Account Management

Minor in Digital Media Technologies

Expected. Graduation: May 2026

VOLUNTEER EXPERIENCE

OwlSports Update

Live Show & Social Media Photographer

January 2023-March 2023

Spotlight Players NJ

Production Photographer

June 2022-Present

Playa Bowls Pier Village

Social Media Manager

July 2023-Present

SKILLS

- Web Development & Design- WIX, IONOS
- Social Media- Instagram, Facebook, Twitter, TikTok
- Microsoft Office- Word, PowerPoint, Excel
- Content Scheduling- Hootsuite, Notion, Planoly
- Adobe Creative Cloud- Photoshop, Lightroom, Premiere Pro
- Mac PC/OS
- Google Apps
- Canva
- Audacity