

CLARIE V. LA TORRE

Experience

Wayne State University

Computing & Information Technology (C&IT)

Manager, Marketing, Communications, and Training

Nov. 2020-present

- Manage internal and external events.
- Meet directly with management to develop and implement communication plans.
- Represent C&IT to target audiences, customers and stakeholders to understand their needs and expectations, and provide insight to C&IT operations and services.
- Offer communication support including speech and presentation writing and editing.
- Oversee the quality of web content and update materials to ensure an effective and consistent style.
- Create and share communication style guidelines.
- Manage assigned departmental budget.
- Oversee the development, implementation, and delivery of technical training material.
- Set expectations, assign duties, delegate responsibilities, evaluate activities, and prepare performance appraisals and professional development plans for team of two.
- Manage up to 15 student employees assigned across different IT professional teams.

IT Lead Marketing Specialist

June 2018-Nov. 2020

Web Writer

Feb. 2016-June 2018

Organize-It

Social Media Coordinator

June 2015-Feb. 2016

Web Content Writer

Feb. 2014-Feb. 2015

Digital First Media (The Oakland Press)

Copy Editor/Print Designer

July 2013-Feb. 2016

Contact

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clarelatorre.com

Education

Wayne State University

Graduate Certification, Risk & Crisis Communication
2024

MA, PR & Organizational Communication

2020

Oakland University

BA, Journalism & Advertising
2013

- Managing Editor,
The Oakland Post

Macomb Community College

Associate of Baccalaureate Studies with a concentration in English Language
2011

- Magna Cum Laude

Skills

- Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Acrobat
- Google Analytics
- Associated Press Style
- Wordpress
- Photography
- Cherwell service management tool
- Microsoft Office 365
- Zoom
- Educause Online Managers Institute