

ARMANDO TORRES

armando.t.torres@gmail.com | 831.227.1294 | 2939 Harrison St. Oakland CA

EDUCATION

THE UNIVERSITY OF CALIFORNIA, SANTA CRUZ

Bachelor of Arts in Film and Digital Media

SANTA CRUZ, CA

September 2009 - June 2013

PROFESSIONAL EXPERIENCE

IGN ENTERTAINMENT

Syndication & Digital Strategist

SAN FRANCISCO, CA

May 2015 - Present

- Programmed and curated IGN's multiple YouTube channels, Twitch channel, as well as IGN's PS4, Xbox One, and Apple TV apps using IGN's custom content management systems (CMS).
- Established programming and SEO strategies to increase: viewership by 70%, watch time by 40%, and YouTube subscribers by 150% from 2015 to 2021.
- Developed strategy to increase external traffic for video content via video promotion using IGN's YouTube Community Tab by 42% from 2018 to 2021.
- Copywriter for thousands of video headlines, descriptions, and community posts using the IGN voice to increase engagement and video traffic.
- Integrated YouTube's Community tab, YouTube Stories, chapter marker, end screens, and other new YouTube features and products into our day-to-day workflows.
- Analyzed and recorded key metrics to guide video content strategy via YouTube Analytics, Tube Buddy, and VidIQ.
- Coordinated content promotion with Twitch, Mixer, and YouTube partners for tent-pole events and live streams on each platform.
- Collaborated with sales and integrated marketing teams to meet sponsorship and amplification goals across all platforms.

SPRINKLE LAB

Video Editor/Camera Operator

OAKLAND, CA

January 2014 - June 2015

- Produced commercial videos for Bay Area startups and consumer brands.
- Operated camera, audio, and lighting gear on-location.

ORGANIZATIONS AND LEADERSHIP EXPERIENCE

IGN

Charity Livestream Producer

SAN FRANCISCO, CA

June 2018 - Present

- Founded and produced IGN's annual LGBTQ+ Pride Stream.
- Oversaw pre-production workflows, coordination, and execution of charity stream productions.
- Spearheaded IGN's charity stream initiative and fundraised over \$100,000 for several organizations including: The Trevor Project, LGBTQ Freedom Fund, Child's Play, No Kid Hungry, Trans Lifeline, and so many more.

FILM PRODUCTION COALITION

Treasurer, Producer

SANTA CRUZ, CA

September 2009 - June 2013

- Educated students in pre-production, production, and post-production workflows.
- Organized short-film festivals throughout the school year to showcase student work.
- Directed, operated cameras, and edited five short films, and one feature-length film.

TECHNICAL SKILLS AND INTERESTS

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- YouTube Studio, Twitch, TubeBuddy, Tubular, vidIQ, Google/YouTube Analytics, Custom and Off-the-Shelf CMS Systems, Photoshop, Illustrator, Premiere Pro, Microsoft Office and Google Workspace applications.