

DANIEL TORRES

Multimedia Designer

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PROFILE

Multimedia Designer with 10+ years of experience creating websites, video, photography, branding, and digital content. Combines visual storytelling, creative production, web experience, and digital marketing to build clear, engaging work across websites, social media, campaigns, training, and digital platforms.

CORE EXPERTISE

DESIGN & MULTIMEDIA

Multimedia Design · Graphic Design · Visual Storytelling · Photography · Branding

VIDEO & CONTENT

Video Editing · Video Production · Digital Content · Social Media Content · Training Content

WEB & DIGITAL MARKETING

WordPress · Responsive Web Design · Landing Pages · UX · SEO · Digital Marketing · Content Management

EXPERIENCE

GIVEX → SHIFT4

PROGRESSIVE ROLES

2021–2025

MULTIMEDIA DESIGNER / VIDEO EDITOR

SHIFT4

JAN 2025–AUG 2025

Edited customer testimonial and interview videos from multicamera footage, audio recordings, and B-roll for major Shift4 clients.

Produced long-form customer stories, one-minute social edits, and vertical content for Instagram and LinkedIn, using pacing, music, subtitles, and branded graphics.

Managed stakeholder review cycles and supported the post-acquisition transition through website retirement, redirects, multimedia assets, and customer communications.

MULTIMEDIA DESIGNER

GIVEX

OCT 2023–JAN 2025

Managed the corporate WordPress site and regional content across six countries; built and maintained approximately 60 reusable Gutenberg landing pages.

Produced approximately 20–30 videos plus graphics, presentations, and digital materials for product education, campaigns, training, and trade shows.

Supported requirements, content, regional coordination, review, and migration for Massive's agency-designed Marquis-to-WordPress redesign; managed the site after launch.

DIGITAL MARKETING COORDINATOR

GIVEX

OCT 2021–OCT 2023

Supported email campaigns, website content, landing pages, forms, campaign graphics, HubSpot integrations, and digital marketing execution.

Applied A/B testing, audience segmentation, campaign QA, and performance analysis while creating multimedia for product, regional, and paid initiatives.

WAREHOUSE ASSISTANT / FIELD SERVICE SUPPORT

GIVEX

JAN 2021–OCT 2021

Redesigned difficult POS installation instructions and created tutorial videos, helping reduce repeat questions and contributing to a move into Marketing.

EXPERIENCE

CREATIVE MULTIMEDIA DESIGNER & DIGITAL CONSULTANT

2016–PRESENT

EMIGRAR CANADA

Leads creative direction, branding, digital presence, and ongoing improvements across web and multimedia touchpoints.

Designed, built, and continually improves the responsive WordPress website using Elementor Pro, reusable templates, and modular layouts.

Improves UX, site structure, and on-page SEO, including qualification forms that identify stronger prospective clients before consultations.

Produces video, photography, graphics, and advertising while advising on digital communication and lead-generation opportunities.

SELECTED FREELANCE EXPERIENCE

Selected website, brand, and multimedia projects

Designed responsive WordPress and Elementor websites for immigration, tourism, logistics, and creative clients.

Built reusable content systems and Custom Post Type workflows alongside branding, visual identity, promotional video, and original photography.

Conducted website audits, trained clients, and provided ongoing creative and digital consulting.

TOOLS

DESIGN / VIDEO

Photoshop · Illustrator · InDesign · Premiere Pro · Lightroom

MARKETING / ANALYTICS

HubSpot · Google Analytics 4 · Hotjar · Yoast SEO · Meta Business Suite

WEB

WordPress · Elementor Pro · Gutenberg · HTML · CSS

PRODUCTIVITY / COLLABORATION

Canva · Figma · Microsoft 365 · Google Workspace · ChatGPT

EDUCATION & CERTIFICATION

HUMBER COLLEGE

Multimedia Design & Development

2016–2018

DIGITAL MARKETING INSTITUTE + AMERICAN MARKETING ASSOCIATION

Certified Digital Marketing Professional

2024

LANGUAGES

SPANISH

NATIVE

ENGLISH

FLUENT

PORTUGUESE

INTERMEDIATE