Kevin LaTorre

(832) 392-9610 | [kevinlatorre@me.com](mailto:kevinlatorre@me.com)

[LinkedIn](https://www.linkedin.com/in/kevin-latorre-348b07158/) | [Travel Blog](https://kevinlatorre.wixsite.com/mysite) | [Portfolio](https://kevinlatorre.weebly.com/)

# Skills

Writing and Editing

Medical Marketing

Spanish Editing

Media Marketing

Online Content Writing

SEO keywords and strategy

# Experience

Engaged Media | Editorial Intern | September 2019–present

* Writing and editing online content for [intherooms.com](https://www.intherooms.com/home/): recovery recommendations, treatment information, sponsored content, and expert interviews
* Collaborating with the marketing team to devise emails and newsletters for website members
* Collaborating with sales team to inform their subscription pitches

Prolimiate Solutions | Editorial Intern | June 2019–August 2019

* Wrote daily online content for [buprenorphine-doctors.com](https://www.buprenorphine-doctors.com/)
* Wrote and edited marketing emails and newsletters for subscribing customers
* Wrote marketing content to advise doctors and their practices

Pearson | Copyediting Intern | June 2018–August 2018

* Provided professional copyediting for national standardized tests (*Chicago* and *AP* style guides)
* Designed personal website and editing portfolio

# Education

Univ. of North Carolina – Chapel Hill | Master of Arts | Class of ’21 | Strategic Communications

* Public Relations campaign for *Carolina Cares Carolina Shares* charity
* Business strategy formulation for *QCity Metro* (a hyperlocal news source in Charlotte, NC)
* Multimedia training and content creation

Univ. of Texas – Austin | Bachelor of Arts | Class of ‘19 | English with Highest Honors

* Accelerated Graduation (2016-2019)
* Semester Abroad in Fall 2018 – Univ. College Dublin

# Writing Portfolio

* **Opioid Addiction Content:** educational content for site visitors
* [“4 Ways to Chase Recovery Every Day”](https://www.buprenorphine-doctors.com/articles/4-ways-to-chase-opioid-recovery-every-day)
* [“What Happens If I Relapse?”](https://www.buprenorphine-doctors.com/articles/what-happens-if-i-relapse)
* “[Doctor’s Note - Dr. Traci Fritz”](https://www.buprenorphine-doctors.com/doctors-note/doctors-note-dr-traci-fritz/)
* **Marketing Content:** recommendations for subscribing doctors
* [“How Should You Market Your Practice Online?”](https://www.buprenorphine-doctors.com/signup1/)
* [“Make Your Website a Service”](https://www.buprenorphine-doctors.com/marketing-for-doctors/make-your-website-a-service/)
* [“SEO: the Extra Step”](https://www.buprenorphine-doctors.com/marketing-for-doctors/relevant-keywords-serve-the-internet-and-your-patients/)

# References

Erin Masercola

Content Director, Engaged Media LLC

erin.masercola@gmail.com

Miranda Satterly

Product Manager, Six Sails Group

miranda.satterly@intherooms.com