

## **Jillian Torres**

Born and raised in South Texas, Jillian has always had a passion for dance and the arts. After graduating with an associate's degree in business management, Jillian took the entrepreneurial route by starting a small business, where she discovered a love for marketing, social media, and customer service. Her experience sparked a desire to help UTRGV Arts connect with their audience in meaningful ways. Now serving as the marketing assistant and digital media specialist at UTRGV Arts, Jillian combines her artistic passion with a keen understanding of business to elevate the digital presence of the arts program. With strengths in digital marketing strategies and a dedication to enhancing community engagement, she continues to support and grow the arts at UTRGV.