Third Time's the Charm, That's What They Say, Right?

By Isabella Egana

It's the third time around and Alyssa Torres is hoping this time it clicks.

After spending countless hours working at what seemed like dead-end jobs, Torres couldn't wait to get started at her new job on Nov. 4.

"This is truly everything I've been looking for in a role and in a company," said Torres, who's now a project manager for Sircle Media, a marketing agency in New York City.

When Torres graduated last year from The University of Texas at Austin, she initially was looking at moving to California. She said she was thrilled when offered a position at a social media agency in Los Angeles.

But then came the offer from the marketing agency she'd interned with during college. Like many other college graduates, Torres decided to stay put in Austin.

Torres went into college set on pursuing a degree in public relations. But a writing course her sophomore year quickly made her realize it wasn't the right fit. Instead, she wanted to pursue a more visually focused career path.

"I consider myself a creative person, but in a different way," Torres said.

When Torres decided to switch from public relations to advertising she never looked back.

"I absolutely loved it and I would recommend advertising at UT to everyone. There's also just so much growth to figure out what you want to do within that," Torres said. "My classes for my junior and senior year made me so certain that this was exactly what I wanted to do full-time."

Torres said that her capstone class pushed her toward her goals as an advertising professional.

And her course professor Tim Scott couldn't agree more. Torres was a stand-out student, Scott said, the type who never sat back but instead went the extra mile to succeed.

"Those are the people that are getting jobs," said Scott, assistant professor of instruction in the Advertising & Public Relations School. "They're the ones that end up getting hired and it's that extra that makes them such a good person to work with."

After graduation, Torres began her first job as an advertising professional working in Austin. She oversaw the photography aspect of various projects, but she always believed she had more potential.

“The structure of that job was more focused on studio photography production and management,” Torres said. “However, I was looking for an opportunity that allowed me to expand my scope beyond just project management within photography.”

While Torres knew advertising was the right fit for her, there was still a puzzle piece missing. Although she was grateful for the opportunity to stay in Austin after college, she said she wished she had taken the risk and moved to California.

“I wish that I would have just gone for the job that I liked in my gut,” Torres said

Even though Torres may have regrets, she left a positive mark on one of her previous coworkers, Londyn Boggus. She said she learned a lot of what she knows from her brief time working with Torres.

“One skill I learned from Alyssa is her ability to build camaraderie and relationships with clients,” Boggus said. “She is extremely versed in leading client calls, email chains and client on-set photo shoots and I was able to learn a lot from observing this.”

Looking back, Torres said her initial job launched her into the industry she wanted to be in. Though the journey had its challenges, it ultimately brought her to her current role, given creative freedom and the potential for significant growth.

“Sircle Media provides exactly what I am seeking,” Torres said. “An environment where I can leverage my project management skills and take them to the next level.”

After wrapping up her first day on the job on Nov. 4, Torres posted on her LinkedIn profile, expressing her excitement regarding her new position.

“I’m already inspired by the team’s energy, dedication, and the innovative work happening here,” Torres wrote.

Torres says she is grateful for the opportunity to grow and flourish in this new role and take everything she has learned to the next level.

“I’m excited about the opportunity to contribute to larger, more integrated campaigns and to work with a variety of clients,” Torres said.

Seems like Torres has found her perfect fit and as it turns out, the third time is the charm.

“The company’s culture aligns well with my own values, both personal and professional,” Torres said. “I can see myself here for the long term.”