

Edward A. Diaz

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Acquired Skills & Abilities

- Facebook: Ad Manager
 - Google Analytics
 - Adobe Photoshop/Illustrator
 - Social Media Marketing
 - Sales / Customer Service
 - Bilingual (Spanish)
 - Content Creation
 - Google Suite
 - Microsoft Office Suite
 - Hootsuite Scheduler
 - Sprout Social
 - Later Scheduler
 - Mailchimp
 - Tableau
 - Photo/video Editing
 - LeadsBridge
 - Dealer Socket
 - Podium
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Education, Development & Skills

- **San Jose State University ♦ San Jose, CA** **December, 2017**
Bachelor of Science: Business Administration, concentration Marketing, minor in Mexican American Studies
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Online Portfolio: <https://www.edwardadiazmarketing.com>

Job Summary

Saxton Horne Communications (Larry H. Miller)

Sandy, UT

Social Media Strategist

Jan 2020 – Present

- Manage Facebook, Instagram, Twitter, and Youtube profiles for clients resulting in more than 4 million Impressions and 3,200,000 users reached each month.
- Manage 10 plus automotive clients.
- Curate paid social media strategies to fit client's needs with most up-to-date social media tactics.
- Social media ad tactics include lead generation, dynamic catalog ads, conversion, video view, offer claims, and promoted post.
- Adapt social media campaigns to support radio buys, television buys, direct mail, PPC, and SEM.
- Work with sales leads CRMs to deliver Real-time leads to clients.
- Create custom and look-a-like audiences based on 1st party data such as customer lists, offline conversion, and social media engagement.
- Create content assets for sales events, monthly promotions, branding content and charity tie-in.
- Conduct monthly planning meeting to communicate client's needs.
- Curate Bi-weekly reports and social media audits using Facebook Ads Manager and Google Analytics to showcase real-time performance and give expert insight.
- Manage customer generating content, comments, and reviews. Manage chat bot.
- Schedule organic content on Sprout Social and OnlyPult.

Public Space Authority/ Moveable Feast/ SJ Made

San Jose, CA

Social Media Specialist/ Programming Coordinator

March 2018 – Nov 2019

- Manage multiple Facebook & Instagram profiles for clients and internal brands resulting in 1.2 Million Impressions and 9000 followers.
- Respond to comments, tags, and customer generating content.
- Create promotional content using Adobe Creative Suite to showcase products, services, & events.
- Design promotional flyer, event posters, and event signage in Illustrator and Photoshop.
- Translate event signage and video content from English to Spanish.
- Schedule at least 5 post a week Instagram, Facebook, and Twitter through Hootsuite and Later.
- Content capture at events. Develop and organize content library.
- Develop paid social media ads resulting in \$250,000 in beer sales, and 124,000 people in attendance

- Analyze social media metric, through Facebook: Ads Manager and Instagram: Insights. Identifying trend and optimizing performance of ads.
- Target prospects on social media platforms while leveraging influencers.
- Create media packages for event partners and influencers.
- Create weekly newsletter on Mail Chimp to be send out to mailing list of over 20,000 subscribers.
- Curate series of high quality events, brewery takeovers, concerts, dance events and game nights.
- Create Budgets, event scripts, elaborate event map on illustrator and present to client. Promote event and manage event.
- Manage event partner, participants, vendors, and food trucks onsite and offsite.
- Create marketing and programming assets for a new venue from construction to operation.
- Build client relation by curating events, beer menus, marketing campaigns, stage needs and more.

Konjoe

San Jose, CA

Social Media Marketing Manager

July 2017 – Dec 2018

- Managed social media accounts for 3 Konjoe LLC owned restaurants.
- Organically Increase follower count by 800 followers.
- Curated content to showcase products and catering services resulting in 70,000 impressions.
- Edited photos in Adobe Lightroom and Photoshop. Edited videos in Final Cut Pro.
- Designed promotional content for food pop-up, chef takeovers, fundraisers, and specials.
- Pursued catering leads and converted into sales, resulting in over \$180,000 in catering sales.
- Manage corporate caterings, from selling, planning, cooking and onsite management.

SoFA Market

San Jose, CA

Marketing Intern

June 2017 – Sept 2017

Branding Manager

May 2018 – Oct 2018

- Created strategical marketing plans and events for food hall and the nine small businesses it housed.
- Curated events and Instagram/Facebook marketing strategies to target focus audience resulting in \$18,000 in sales per event and over 200 attendees.
- Designed posters, A-frame, flyers and table top flyers for promotions and events.
- Curated monthly art shows and installs for First Friday Art Walk.
- Managed monthly Silicon Valley Pride Drag Show.
- Produced content library and content for nine eaters inside food hall, and food hall itself.

Pebble Beach Resorts

Pebble Beach, CA

Special Events Manager

Nov 2016 – Mar 2017

- Managed team of 25 employees/volunteers while operating On-Course Food & Beverage Tent and bar tent.
- Problem solved inventory needs for three food tents and three bar tents.
- Assisted in set-up, breakdown, and inventory operations of all On-Course Food & Beverage tents.
- Budgeted & organized banquet for 150 guest.
- Budgeted & organized meal plans at for 34 employees during the AT&T Pro AM week.

Costa Rica Views

San Jose, CA

Social Media Marketing Manager

June 2011 – Dec 2013

- Assisted in growing Facebook page to 500,000 followers. Gaining 100,000 followers per year.
 - Collected customer generated content through contests and use content to grow Facebook page.
 - Translated all post and content posted Facebook from English to Spanish.
 - Managed day to day operation of Facebook page. Responding to comments, like tags and posting three times a day.
 - Track Facebook analytics through Facebook: Ads Manager.
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