

Andrea C. Diaz

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Content creator specializing in SEO and content writing through job experience and organizations. **Adept communicator** with experience working through various campaigns, projects, and communication channels.

PROFESSIONAL EXPERIENCE

Copywriting Intern

May 2024 - Aug. 2024

Satori Marketing | Houston, TX

- **Crafted compelling copy** for various marketing materials, including printed content, social media posts, and email campaigns.
- **Conceptualized, wrote, and presented** a Trade Show project to a client in a team run by interns and succeeded with its ongoing execution.
- Collaborated with the creative team to **develop messaging strategies** that resonated with clients' goals and target audiences.

Marketing & Communications Intern

Jul. 2023 - Apr. 2024

Texas Tamale Company | Houston, TX

- Spearheaded the **implementation of innovative branding guidelines** and immersive rich media content strategies across social platforms, effectively targeting key demographics and enhancing brand resonance.
- Played a pivotal role in the inception and expansion of Texas Tamale's inaugural **influencer program**, driving a remarkable **450% growth** trajectory through strategic refinement initiatives.

Marketing Intern

Nov. 2022 - Mar. 2023

GoCo.io, Inc. | Houston, TX

- **Increased organic traffic** to GoCo's website through content creation, including blog articles, and **implementing 400+ internal links**.
- **Technical auditing** fixed issues on the site and updated **HTML, 404 errors, meta descriptions**, and **alt text** to improve consistency across all blog articles.

EDUCATION

University of Houston | Latin Honors: *Cum Laude*

Bachelor of Business Administration in Marketing with minors in PR & Management Information Systems

Certificate in Digital Marketing Management from the C. T. Bauer College of Business

ORGANIZATIONS

Content Editor & Writer

Aug. 2022 - Aug. 2024

Coog Radio of the University of Houston | Houston, TX

- Orchestrated comprehensive **media coverage** for renowned festivals, including Austin City Limits, SXSW, and 40+ other artists.
- Recognized as **Blogger of the Year 2023** for outstanding contributions to Coog Radio, showcasing a dedication to excellence and impactful storytelling.

SKILLS, LANGUAGES & CERTIFICATIONS

Skills: Digital Marketing | SEO | Copywriting | Photography | Live Coverage | Microsoft 365 | Google Workspace | Wordpress | Hootsuite | seoClarity | HubSpot | Canva | HTML | Javascript | CSS

Languages: Spanish (*fluent*)

Certifications: Google Ads Search, Google Analytics, Hootsuite Platform, Hootsuite Social Media Marketing