

# ALEXANDER DIAZ

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## SVA Advantage | Factually Health | Super Mom's Frozen Yogurt and More

Always eager to learn from anyone, I'm the creative figure that delivers to companies award winning work. I've worked well with teams of varying generations and backgrounds. A highly respected creative professional, blending the art and science of effective marketing and research at scale to advance dynamic business initiatives. A visionary and amicable professional who genuinely enjoys solving complex business problems while creating work environments where everyone can do their best work by being the best version of themselves.

### CORE COMPETENCIES

- Analytic Intelligence
- Market Analysis
- Data Mining
- Brand Building & Creative Development
- Cross-functional Collaboration
- Marketing strategy Development

### PROFESSIONAL EXPERIENCE

#### **SVA Advantage**

**June 2023 – Present**

##### **Digital Engagement Specialist Intern**

I serve as a dynamic team support specialist, streamlining project execution and enhancing team efficiency. Communicate closely with senior team to identifying market opportunities. My responsibilities include providing hands-on assistance across various projects, ensuring timely completion and optimal resource utilization. I actively contribute innovative ideas in team meetings, fostering a collaborative environment for creative problem-solving and strategy development.

Accelerates project timelines and contributes to the overall productivity and success of the team within the company.

- Utilizing techniques to source data for CRM development.
- Use of Microsoft Excel to maintain databases for later analytical purposes.
- Developing a strategic funnel to reach prospective clients and scale pilot initiatives.
- Reporting digital KPIs and providing data-informed recommendations for performance enhancement.

#### **Factually Health**

**June 2023 – Present**

##### **Marketing and Client Lead Researcher/Analyst**

Specialize in data collection and analysis, gathering critical insights from surveys and data scraping to inform the development of pilot trials. Responsibilities include conducting outreach to organizations, facilitating key partnerships essential for trial success. A pivotal role in supporting the development and execution of these trials, contributing significantly to the innovative research and development efforts of the company.

- Work closely for the product development to create products that meet consumer needs and preferences.
- Implemented research and design with surveys, achieving a 17% cold email response rate.
- Identify new client opportunities through in-depth research and analysis.
- Oversee and ensure the quality of data collection, processing, analysis, and disseminating of results.

#### **Super Mom's Frozen Yogurt and More**

**November 2022 – April 2023**

##### **Marketing Consultant**

Collaborated closely with the social media team to increase sign-ups for the rewards program, targeting a local area within a 15-mile radius of the location. To Increase customer engagement by 20%. Developed and executed weekly promotional campaigns to effectively advertise the rewards program and drive customer engagement.

- Designed market research reports using Microsoft Office.
- Utilized Square insights to analyze transactional data, revealing key trends in customer preferences and behaviors, resulting in a 6% uptick in customer retention rates.
- Identified new opportunities by targeting strike zones through market segmentation and market research.
- Performed a SWOT analysis of the froyo market and its competitors to identify gaps and existing solutions, to capture additional market share.

### EDUCATION

Marketing, CSU Stanislaus, Turlock, CA, 2023, GPA 3.8

### TECHNICAL SKILLS

Bilingual in English and Spanish, MS Office, Zoom, and Google Suite, Google Ads, Zoho CRM, Facebook Ad Manager, SurveyMonkey and Qualtrics.

### INTERESTS

San Francisco Giants, Sneakers, Contemporary Art, Supreme, Music, Club America, Everyday Carry, Pens, Lions Club