

CAROLINA DIAZ

CONTACTS

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EDUCATION

UNIVERSITY OF MIAMI

Interactive Media
Master of Fine Arts
Expected May 2019

UNIVERSITY OF NOTRE DAME MENDOZA COLLEGE OF BUSINESS

Bachelor of Business Administration
Class of 2015
Concentration: Marketing
Minor: Studio Art

SKILLS

// TECHNICAL

Responsive Web Design

HTML & CSS

Graphic Design

Adobe Creative Suite

// PROFESSIONAL

Corporate Blogging

Social Media Management

Corporate Event Planning

PROFESSIONAL EXPERIENCE

COMMUNICATIONS SPECIALIST

University of Miami / Toppel Career Center / August 2017 - Present

- Market the Career Center's services and programs as well as the overall impact of career services on University of Miami students.
- Implement a marketing mix which including various forms of multimedia, such as video, e-mail, e-newsletters, animated graphics, and photography for the Career Center's website, interactive presentations, and print publications.
- Oversee the Graphic Design and Social Media Interns
- Manage the Toppel Insider, the Center's weekly e-newsletter.

MARKETING SPECIALIST

Provider Network Solutions / Miami, FL / September 2016 – August 2017

- Assist with marketing & strategy for Provider Network Solutions (PNS) and affiliate companies
- Primary responsibilities include: market research, copy writing, event coordination & execution, composing internal & external newsletters, maintaining social media accounts and company blog

MARKETING & SOCIAL MEDIA COORDINATOR

Provider Network Solutions / Miami, FL / Spring 2015 – September 2016

- Develop initial social media plan and presence for PNS. Build social media calendar, posts, and content across social media platforms and company blog.
- Assist in planning and executing corporate events such as networking functions, trade shows, special events and staff retreats

ACCOUNT EXECUTIVE & DISTRIBUTION MANAGER

Campus Special (Acquired by Chegg Inc.) / South Bend, IN / Summer 2014 - Spring 2015

- Co-founder of the Campus Special for the University of Notre Dame & achieved top 10 ranking for new market representatives for the entire company
- Established and managed client accounts for print, mobile, and online advertising to businesses

CHEGG BRAND AMBASSADOR

Chegg Inc. / South Bend, IN / 2014 – 2015

- Created brand building opportunities for Chegg by distributing promo materials to students & promoting Chegg via word of mouth & e-marketing
- Led students to Chegg's buy-back online program that helped them convert their used textbooks into cash

COMMUNITY ENGAGEMENT

YOUNG ALUMNI CO-CHAIR

Notre Dame Club of Miami / Miami, FL / 2016 – Present

- Planned networking, social & educational events for recent ND graduates & act as liaison between committee, board & the Alumni Association