

DESIREE DIAZ

ddiaz@berkeley.edu

EDUCATION

University of California, Berkeley

Bachelor of Science in Business Administration, expected May 2018

- GPA: 3.9
- Dean's Honors: Spring 2015, Fall 2015

EXPERIENCE

Universal Pictures

Digital Marketing Intern

June 2016 - August 2016

- Presented a cross-divisional marketing plan for the studio's upcoming film *The Mummy* to department executives
- Researched marketing campaigns of 3 competitive films to create competitive analysis reports
- Compiled social media follower counts and available cookie pools to be used for film re-targeting
- Took notes at vendor meetings and documented pitches for the Digital Media VP and manager
- Covered a desk for the Executive VP of the Digital Marketing department

Fullscreen, Inc.

Social Media & PR Intern

June 2015 - August 2015

- Wrote original content for Fullscreen's social media accounts (Twitter, Facebook, Google+, etc.)
- Tracked news stories online and gathered information for press contact lists
- Assisted with the creation of a weekly email newsletter by adding relevant news, social media highlights, etc.
- Helped write and film the Fullscreen Intern Video, which was used to promote the intern program
- Provided live content capture and assisted with running social media contests in a fast-paced environment at Fullscreen's VidCon 2015 booth

DeCal Program

Co-President & Budget Manager

May 2016 - Present

- Oversaw the development, debugging, and launch of a more user-friendly DeCal course website, which launched this January
- Run board meetings and meet with committee directors to ensure goals are being met
- Spearhead the intern acquisition process, from promoting the positions to interviewing applicants
- Work closely with the External Affairs Committee to improve the program's online presence
- Discuss financial priorities, help directors with financial transactions, and coordinate budgets

Past positions:

Co-Vice President, Marketing Director

- Led weekly trainings to teach interns about relevant resources and policies so that they could best assist students and course facilitators
- Designed promotional flyers, merchandise, and online content to promote the DeCal program
- Coordinated with DeCal course facilitators to execute a "DeCal spotlight" online campaign
- Launched a social media contest resulting in 1,252 posts and a 20% increase in Instagram followers
- Promoted the Spring 2016 intern program as the new VP, resulting in 103% increase in the applicant pool

EXTRA-CURRICULAR

UC Rally Committee

Historian

May 2015 - April 2016

- Photographed all football games, committee events, etc. and posted live updates onto social media
- Planned and executed the creation of the committee's annual scrapbook and yearbook
- Started the committee's Snapchat account to improve the game day experience for committee members
- Implemented the use of live streaming to make events accessible by alumni and other Cal fans

SKILLS

Communication

Microsoft Word, Excel, Outlook, PowerPoint, and Publisher // Google Drive, Sheets, Docs, and Slides // Keynote // CisionPoint // MailChimp // Hootsuite

Design & Video

Adobe Photoshop, Illustrator, InDesign, Lightroom, and Premiere Pro // iMovie

Web

HTML, CSS, JavaScript (basic) // WordPress