



ESTELA DIAZ

WEB PRODUCTION SPECIALIST
SOCIAL MEDIA COORDINATOR

PROFILE

Web Producer and Communications Specialist with strong experience in content management. Curious, creative, and passionate about exploring new tools in digital outreach and design.

SKILLS

Web Content Production
Social Media Content Creation
Adobe Photoshop and Illustrator
Drupal and WordPress Experience
Art and UI/UX Direction
Web and Social Media Metric Analysis
HTML5
CSS3, SCSS, SASS
JavaScript
jQuery

AFFILIATIONS

NodeSchool D.C. and S.F.
Women Who Code D.C. and S.F.
Women's Coding Circle JRC
Charity Committee JRC

CONTACT



estela@diazela.com



1 (917) 561-2501

EDUCATION

UNIVERSITY OF CALIFORNIA, SANTA BARBARA
BACHELOR OF SCIENCE: BIOLOGICAL SCIENCES, 2015

- Worster Fellowship Recipient.
- Conducted research involving statistical and GIS data consolidation and management through R-Studio.
- Alumni of the Phi Sigma Pi National Honors Fraternity.

GENERAL ASSEMBLY, WASHINGTON, D.C.
FRONT-END WEB DEVELOPMENT, 2016

WORK EXPERIENCE

COMMUNICATIONS SPECIALIST,
SOCIAL MEDIA COORDINATOR
@ HOWARD HUGHES MEDICAL INSTITUTE
October 2016 - January 2017

- Research and implementation of communications tools for content management, social media coordination, and team collaboration.
- Script development and art direction for visual storytelling.
- Concept development, content and editorial calendar creation for web and social media campaigns.
- Copyediting and design via Adobe Photoshop and Illustrator of promotional media for print and web.
- News and information gathering about HHMI Janelia Research Campus and writing simple articles for Janelia's internal newsletter.
- Content launch planning and development of strategic outreach to engage web and social media audiences.
- Creation and maintenance of information distribution lists.
- Quantified campaign data via Google Analytics and TrackMaven.
- Event planning and management for public and internal seminars.

COMMUNICATIONS INTERN
@ HOWARD HUGHES MEDICAL INSTITUTE
May 2016 - September 2016

- Social media promotion of conferences, workshops, and externally aimed campaigns.
- Developed new methods to engage online audiences.
- Quantified campaign reception via Google Analytics and TrackMaven.
- Content creation and publishing to Janelia.org via Drupal 7 CMS.
- Art direction and design of advertisements publicizing student and visitor programs.

LAB ASSOCIATE
@ HHMI JANELIA RESEARCH CAMPUS
October 2015 - April 2016

- Developed 3D reconstructions of single-particle macromolecular data collected via cryo-electron microscopy.
- Processed micrographs via bash shell scripting in a Unix environment.
- Managed lab web page using Drupal 6.