

DIANA OTEIZA DIAZ



 6673-1592

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PROJECTS

BALL EATS WORLD

@icantwaittobeaball

Aug 2014 - Present

- Instagram Food Blog with 40k+ followers
- Content Development
- Food Photography
- Social Media Marketing
- McCormick Influencer

SKILLS

Language:

- Native in Spanish
- Fluent in English

Software:

- Microsoft Office Certified (Word, PowerPoint, Excel)
- Adobe Design Suite (Illustrator, InDesign, Photoshop)

REFERENCES

FEDURO SA

Priscilla Loaiza

- cel: 6060-8008

IQ MARKETING

Irma Quelquejeu

- cel: 6676-9617

EDUCATION

SOUTHERN METHODIST UNIVERSITY | DALLAS, TX

May 2016

ALL COLLEGE CUMULATIVE GPA: 3.925/4.0

Bachelor in Business Administration, Marketing | COX SCHOOL OF BUSINESS

- Graduated Magna Cum Laude
- Distinguished Marketing Major Award (Chosen by SMU faculty for academic excellence, leadership, and involvement in the area of Marketing)
- Recipient of William C. Grant Scholarship (Awarded for academic merit)
- Teaching Assistant for Marketing Fundamentals course (2014-2016)

Bachelor of Arts in Advertising | MEADOWS SCHOOL OF THE ARTS

- Graduated Summa Cum Laude

Minor in Graphic Design | MEADOWS SCHOOL OF THE ARTS

COLEGIO LAS ESCLAVAS | PANAMA CITY, PANAMA

Diploma in science and letters | Second highest rank in the Class of 2011

EXPERIENCE

TEAM LEADER | FOX SPORTS SOUTHWEST

Jan 2016 - May 2016

- Selected group of students to develop a digital and social media marketing plan for client Fox Sport Southwest
- Conducted secondary and primary marketing research through surveys and personal interviews
- Developed a final plans book and campaign pitch presented to the client

ADVERTISING CAPSTONE | MIZZEN+MAIN

Aug 2015 - Dec 2015

- Created 360 campaign from start to finish with goal to create brand awareness
- Conducted primary and secondary marketing research
- Executed creative, media and promotions culminating in the campaign pitch and a final plans book

MARKETING INTERN | IQ MARKETING INTELIGENTE

Jul 2015 - Aug 2015

- Analyzed focus group results, developing recommendations and conclusions for client TVN, to make a decision on which new program to broadcast
- Designed and produced deliverables for Audi's A6 Customer Experience Journey in order to train their sales representatives

BRAND MANAGEMENT INTERN | AGENCIAS FEDURO SA

Jul 2014 - Aug 2014

- Conducted marketing research analyzing products referenced in fashion blogs in order to help promote the brand
- Contacted popular fashion bloggers and sent samples resulting in product endorsement
- Produced product catalog for Max Factor, Olay and CoverGirl for use at buyer meetings