

Diana Jimenez Alvarado

Dianajimenezalvarado.com

Education

UNIVERSITY OF FLORIDA | AUGUST 11, 2023

Bachelor of Science in Public Relations with an outside concentration in Event Management.

Experience

ZAID Communications | Executive Assistant/PR Intern | APRIL 2022–SEPT 2022

- Coordinated meetings between clients across multiple different time zones.
- Researched best quotes for traveling to stay on budget across multiple travel itineraries.
- Lead meetings with a major client and stakeholders to discuss progress and direction of video editing services.
- Created media alerts and held cold calls with local English and Spanish media for coverage of media alert content.

UF HSCO Hispanic-Latinx Heritage Month | Marketing & Graphics Director | FEB 2021-NOV 2021

- Rebranded social media to be reflective of the organization's mission of including the greater Hispanic Latin diaspora.
- Developed and implemented social media campaigns in collaboration with the team and eight cross-functional teams.
- Shifted social media strategy to increasing positive content interactions. The shift increased content interactions on Instagram page by 88.6% in two months.

UF Hispanic Student Association | Marketing Director | Member Leadership Program | MAY 2020-MAY 2021

- Designed and implemented recruitment marketing content aligned with the brand identity strategy.
- Built and delegated content calendar for recruitment & program. Strategy boosted social media platform engagement by 73%.
- Created and curated the new cycle of the brand style.
- Mentored team on getting acclimated with the creative software being used to create content and the brand style.

UF PRSSA | Director of Communications | Sunshine District Conference | MAY 2020-MARCH 2021

- Facilitated communication with all attendees, sponsors, stakeholders and over 50 universities during the COVID-19 pandemic.
- Built up-to-date and responsive contact lists.
- Developed and implemented an efficient emailing system through MailChimp.

Amy's French Bakery & Bistro | Server & Barista | FEB 2019- PRESENT

- Introduced, developed and implemented new beverage menu items.
 - Successfully managed all front of house responsibilities while being short staffed after the reopening of dine-in room.
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Involvement

Gamma Eta Sorority, Inc., Alpha Chapter | MARCH 2021-PRESENT

- Collaborated in recruitment efforts, designing merch, planning and coordinating social events with a limited budget for 40 girls.
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Technical Skills

- Adobe Creative Suite – Premiere Pro, Photoshop, InDesign, and Illustrator
- Microsoft Suite – PowerPoint, Word, and Basic Excel
- Google Suite
- Hootsuite Platform
- Google Analytics • MailChimp

Skills

- Fluent in Spanish
- Videography and Photography
- Active Listening
- Adaptable
- Detail-Oriented
- Inclusive