

ALEJANDRA DIEHL

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EXECUTIVE SUMMARY

- Bilingual senior digital marketing student with two (2) years of experience in graphic design and social media content strategy.
- Participated in a variety of marketing internships which have equipped me with experience in both B2C and B2B sales.
- Inquisitive and results-oriented leader; past roles have included project coordination, overseeing web and social media platforms, and in-depth market research.

EDUCATION

University of Central Florida, Orlando, FL

Fall 2023

Bachelor of Science in Business Administration, Marketing

Cumulative GPA: 3.4/Major GPA: 3.2

Achievements/Awards: Dean's List (Fall 2020)

PROFESSIONAL EXPERIENCE

Chastain-Skillman, Inc. - Orlando, FL

January 2023 - Present

Marketing & Communications Intern

- Participated in proposal coordination (RFP/RFQs) for both public and private sector clients; maintained an up-to-date proposal library that included resumes, project sheets, images, and graphics.
- Created visually captivating graphics for internal and external campaigns that effectively communicated complex engineering concepts, resulting in increased comprehension and audience engagement; bolstered campaign impact by sourcing relevant visual assets such as photos, illustrations, and videos.
- Led cross-functional initiatives with marketing interns to coordinate compelling digital marketing campaigns that showcased the firm's services and projects while fostering client engagement.
- Utilized strategic market research to co-develop a comprehensive marketing strategy that strengthened the firm's brand positioning and objectives.

dasFlow Custom Athleisure Apparel - Winter Park, FL

August 2022 – May 2023

Senior Marketing Analysis & Digital Media Intern

- Developed strategic advertising campaigns and assessed SEO performance, resulting in a 60% increase in website visitors, driving substantial organic growth.
- Proficiently managed WordPress and Squarespace website platforms, and improved user experience by increasing accessibility and guaranteeing a uniform design across web pages.
- Developed and improved monthly social media posting schedules that increased audience interaction and engagement to raise brand awareness.
- Worked collaboratively to connect approaches with corporate goals, especially in sustaining brand awareness and encouraging skill development within the team.

dasFlow Custom Athleisure Apparel - Winter Park, FL

March 2022 – August 2022

Social Media Management Intern

- Strategically designed and managed graphics to enhance website and social media engagement, driving increased user interaction.
- Developed, executed, and managed a comprehensive content strategy to effectively convey the brand's message and goals.
- Crafted engaging and informative blog posts, regularly published on the company's website to captivate, and inform the audience.
- Organized, established, and managed the company's social media accounts, coordinating content with brand goals for improved online exposure and interaction.

CERTIFICATIONS

- Digital Advertising - HubSpot
- Microsoft Excel - LinkedIn
- Digital Marketing Foundations - LinkedIn
- Marketing Foundations: eCommerce - LinkedIn
- Advertising on Facebook – Google Certification
- Marketing Tools: Social Media - LinkedIn
- Graphic Design Foundations: Layout and Composition - LinkedIn

SKILLS

- Bilingual (Spanish, English)
- Web builder (Squarespace, WordPress, Wix)
- Adobe Creative Cloud (InDesign, Illustrator, Photoshop)
- Social Media Platforms (Instagram, Facebook, LinkedIn)
- Email Marketing (HubSpot, MailChimp)
- Microsoft Office (Word, Excel, PowerPoint)
- Buffer
- Canva
- Google My Business
- Asana