

Hello. I'm John Diaz.

A well-rounded marketing professional with experience with non-profit organizations, international product distribution and the SaaS market. I'm proficient in developing content and creative strategies that resonate within a target market. Search engine marketing and lead generation savvy.

Skills

- SEO/SEM/PPC
- Content Strategy & Creation
- Advertising: Meta/IG, Google Text/Display & YouTube
- A/B Testing
- Web Maintenance: Wordpress & Magento
- Social Media Strategy
- Creative Direction
- Brand Management
- Email Segmentation

Tools

- Project Management: Asana / Jira / Trello
- Adobe Creative Suite: Illustrator / Photoshop / InDesign / Premier
- Google Analytics
- Google Data Studio
- Amplitude
- Looker
- Mailchimp
- Hootsuite
- Hubspot
- Figma
- Optimizely

Education

2009 | B.A.

COMMUNICATIONS: ADVERTISING

California State University,
Fullerton

Experience

2022 - 2023

CONTENT SPECIALIST - GROWTH & PRODUCT

GOFUNDME | Los Angeles, CA

Partnered with the brand, engineering, news, and design teams to develop and publish marketing campaign pages. Developed SOP for SEO and marketing analytics teams to evaluate KPIs on existing content. Mapped customer journey across the digital experience and prepare content strategies in response to content gaps. Assisted with the ideation, strategic development, and implementation of app store optimization initiatives. Established a working content calendar to promote DEI and community growth by targeting thought leaders and potential service users.

Served as the primary point of contact for launching pages in response to urgent crises. Worked cross-functionally with the product team and global regional managers to ensure translated content for marketing pages and app store listings is aligned with the US. Collaborated with cross-functional teams to implement content maintenance requests.

2020 - 2022

ASSOCIATE DIRECTOR OF MARKETING AND COMMUNICATIONS

JVS SOCAL | Los Angeles, CA

Develop strategies for and manage digital marketing campaigns including monitoring ad spend and report on KPIs. Implement lead generation initiatives for targeted audiences. Promote programs, services, fundraising events and ongoing philanthropic initiatives through paid advertising and social media.

Update website and optimize performance. Maintain social media presence. Coordinate internal agency communications. Assist with production of virtual events including agency "town hall" meetings, ceremonies and fundraisers.

2014 - 2020

MARKETING MANAGER

16X9 INC. | Valencia, CA

Responsible for the development and management of all digital and traditional advertising campaigns including media buying, photography, design and performance ROI reporting. Structured dealer, end-user and press network communications including pricing updates, event invitations and product launches. Regularly tasked with producing marketing materials, monitoring and updating the company website, implementing sales promotions and elevating social media presence.

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