

Indira Diaz

**Social Media & Content Strategist,
Copywriter**

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Education

The Savannah College of Art and Design: Class of 2019
B.F.A. in Fashion Marketing and Management

- Summa Cum Laude
- SCAD Dean's List
- SCAD Academic Honor's Scholarship
- SCAD Achievement Honor's Scholarship

Social Media Platforms



Instagram



Facebook



TikTok



X



Reddit



Pinterest



LinkedIn



YouTube



Threads



Snapchat

Technical Skills



Illustrator



InDesign



Photoshop



Lightroom



Dash Hudson



Google Suite



Microsoft 365



Sprinklr



Google Analytics



Asana

Industry Skills

- | | |
|------------------------------|----------------------------|
| - A/B Testing & Optimization | - KPIs & ROI Measurement |
| - Search Engine Optimization | - Social Listening |
| - Project Management | - Social Media Copywriting |
| - Strategic Planning | - Community Management |
| - Brand Positioning | - Content Strategy |
| - Deck Building | - Social Trends Analysis |

Professional Skills

- | | |
|-----------------------|-----------------------------|
| - Team Collaboration | - Multitasking |
| - Critical Thinking | - Organizational Excellence |
| - Attention to Detail | - Efficiency |
| - Lead Nurturing | - Positive Attitude |
| - Problem Solving | - Results-Oriented |
| - Self-Motivation | - Time Management |

Languages

English ●●●●●●●●
Spanish ●●●●●●●●

Experience

Game Seven Agency c/o Excel Sports Management

Social Media Manager

September 2023

New York, NY

Present

- Spearhead content calendar management, copywriting, strategy ideation, community management, and publishing for Spotify's flagship accounts—driving engagement across Spotify (13.5M+ followers), RapCaviar (1.5M+), Spotify Podcasts (235K+), Hot Country (195K+), Today's Top Hits (195K+), and Spotify Canada (77K+)
- Execute content calendar management, copywriting, strategy ideation, community management, and publishing for Primo Water Brands—managing social accounts for Saratoga Water (65K+), Poland Spring Water (35K+), Pure Life Water (30K+), Zephyrhills Water (15K+), and Deer Park Water (11K+)—by formalizing and executing comprehensive social strategies that maximize engagement
- Lead and execute all social strategy, content planning, copywriting, and publishing initiatives for Game 7 Agency's Instagram and LinkedIn, achieving a 46% follower growth and 85% increase in engagement
- Monitor social trends and platform updates to inform client strategies, pitch social franchise ideas, and identify influencers to elevate brand messaging and engagement

Billionaire Boys Club By Pharrell Williams

Social Media Manager

February 2023

New York, NY

September 2023

- Led social strategy and managed all aspects of social distribution, including content calendar development, publishing, copywriting, community management, and optimizing content for engagement and search across Instagram (815K+ followers), TikTok, Facebook, X, YouTube, and LinkedIn
- Drove significant growth across key performance indicators (KPIs), increasing impressions to 17M (+59%), video views to 5.15M (+198%), engagements to 795K (+99.2%), reactions to 581K (+75%), shares to 19K (+14%), total audience to 1.2M (+5.9%), and saves to 33K (+61%)
- Conducted market research and analyzed social trends to ensure the brand maintained a strong social media presence and aligned with digital communities to support its marketing objectives
- Organically launched BBC's official TikTok account, developing and executing a content strategy that boosted engagement, enhanced brand visibility, and attracted 10K followers within the first four months
- Defined key performance indicators (KPIs) for social media campaigns, set targets for impressions, and demonstrated their impact on strengthening brand-audience relationships

Popsugar

Social Media Strategist

November 2020

New York, NY

February 2023

- Developed and executed Popsugar's social growth strategy across all brand channels, driving significant year-over-year increases in site traffic—55% on Facebook, 35% on Instagram, 134% on Google Stories, 65% on LinkedIn, 30% on X, and 38% on Pinterest, resulting in over 32.7 million unique page views
- Defined Popsugar's social tone of voice by crafting compelling copy and managing community engagement across all social platforms
- Led live tweeting during red carpets, award shows, and movie premieres, moderating real-time audience interactions to foster engagement, spark conversations, and drive brand presence
- Stayed ahead of emerging social media trends by leveraging tools like Sprinklr, CrowdTangle, and BuzzSumo to identify key insights and adapt content—including trending sounds—to align with the brand voice and maximize visibility across platforms channels