



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



Canva



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
New York, NY / September 2023 / Present

- Spearhead social media copywriting, strategic ideation, and publishing for Spotify's flagship accounts, driving engagement across Spotify (13M+ followers), RapCaviar (1.5M+), Hot Country (193K+), Today's Top Hits (195K+), and Spotify Canada (77K+)
- Spearhead social strategy ideation, copywriting, content calendar development, and publishing for Primo Water Brands—managing accounts for Saratoga Water (65K followers), Poland Spring Water (33K), Pure Life Water (27K), Zephyrhills Water (12K), and Deer Park Water (11K)—while formalizing and implementing a comprehensive social strategy that integrates evergreen content, campaign planning, channel optimization, and creator partnerships to maximize engagement
- Develop and execute innovative social media strategies for Game 7 Agency's platforms—encompassing content calendar planning, copywriting, and publishing management—which result in a 40% increase in followers and an 85% boost in engagement through impactful content and strategic execution
- Monitor emerging social media trends and platform updates to inform content strategies across clients, presenting actionable campaign ideas and identifying key influencers to enhance brand messaging and engagement

Billionaire Boys Club By Pharrell Williams

Social Media Manager
New York, NY / February 2023 / September 2023

- Led social strategy and all aspects of social distribution, including content calendar development, daily posting, editing, community management, and optimizing content for engagement and search across Instagram (811K 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 794K (+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, setting targets for impressions and demonstrating their impact on strengthening brand-audience relationships

Popsugar

Social Media Strategist
New York, NY / November 2020 / February 2023

- Developed and executed PopSugar's social growth strategy across all brand channels, driving a significant year-over-year increase in site traffic: +55% on Facebook, +20% on Instagram, +134% on Google Stories, +62% on LinkedIn, +25% on X, and +38% on Pinterest, resulting in over 32.7 million unique page views (UPVs)
- Defined and refined PopSugar's editorial voice by crafting compelling social copy and managing community engagement across all social platforms
- Led live tweeting during red carpets, award shows, and movie premieres, monitoring and 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 CrowdTangle and BuzzSumo to identify key insights and adapt content—including trending sounds—to align with the brand voice and maximize visibility across channels