

DIANA QUINTERO

DIGITAL MARKETER · DALLAS, TX
<https://www.exposuresbydiana.com/>

EDUCATION

Arizona State University, Phoenix, AZ

Walter Cronkite School of Journalism and Mass Communication
Master of Mass Communication (Digital Marketing focus)

Arizona State University, Phoenix, AZ

Walter Cronkite School of Journalism and Mass Communication
Journalism and Mass Communication Major, Business Minor
Bachelor of Arts, Summa Cum Laude

PROFESSIONAL EXPERIENCE

Exposures by Diana, Founder

11/24 to present

- ❖ Freelance social media management, brand content creation, and brand strategy.

Bossard Inc., Digital Lead Generation Specialist

07/23 to present

- ❖ Develop and manage B2B PPC campaigns on LinkedIn and Google Ads, effectively overseeing the budget to achieve a 195% increase in leads, a 175% boost in impressions, and a 190% rise in conversions.
- ❖ Designed and implemented a lead nurturing email marketing strategy utilizing Microsoft D365.
- ❖ Developed a robust digital lead tracking model to accurately assess ROI by monitoring the lifecycle of leads and their conversion outcomes.
- ❖ Build forms and landing pages to capture lead information and track them in the CRM.
- ❖ Initiated and launched North America's first external newsletter, cultivating a substantial subscriber base and fostering engagement through dynamic content, resulting in an open rate of 24%.
- ❖ Create ad copy and media content for paid and organic campaigns.
- ❖ Analyze and report on performance metrics for all digital marketing initiatives, driving strategic improvements.
- ❖ Manage all media relations and write press content for partnerships and trade shows, helping build SEO value and brand awareness through earned and paid media.

One Stop Nutrition, Social Media Manager

08/22 to 07/23

- ❖ Managed Instagram and Facebook accounts increasing followers by 63%.
- ❖ Produced high-quality graphics, images, videos, and content for social media and newsletters, resulting in follower increase and brand recognition.
- ❖ Revamped the email marketing strategy and newsletter design, leading to improved user engagement and content delivery.
- ❖ Launched and managed a new TikTok account, aligning with evolving platform trends and expanding brand presence.
- ❖ Coordinated community partnerships and relationships with athletes and influencers.

Cronkite Agency-Digital Audience Lab, Digital Marketing Specialist

01/22 to 05/23

- ❖ Managed digital marketing strategies for 10 national clients, covering both paid and organic channels including Google Ads, Facebook, LinkedIn, Twitter, and Spotify, while managing a monthly budget.
- ❖ Created graphics, images, videos, and other media content for campaigns.
- ❖ Led the rebranding of a client's website by designing and launching it on WordPress.
- ❖ Analyzed data analytics for each client to track performance and set KPIs for future campaigns.

Arizona PBS, Anchor, Producer & Broadcast Reporter

05/21 to 01/23

- ❖ Anchored and produced the show on Cronkite News for an audience reaching one million viewers.
- ❖ Produced packages and VOSOTs in a general beat with a focus on sustainability and breaking news (conducted interviews, wrote scripts, filmed video, edited video, managed social media).
- ❖ Produced the daily show for Arizona Horizon, writing script, editing video, and timing the live recording.

TEGNA (12 News KPNX), Associate Producer/Intern

05/22 to 08/22

- ❖ Wrote scripts, edited video, and created graphics for the daily show production.
- ❖ Produced and reported news packages on the field by conducting interviews and editing video.

SKILLS

- ❖ Bilingual (Fluent in Spanish & English)
- ❖ Adobe Creative Cloud
- ❖ Microsoft Office & Dynamics 365
- ❖ Google Display, Search, Metrics, Video, Analytics 4, HubSpot Social Media & Inbound Marketing Certified
- ❖ Facebook Business Manager, Spotify Ad Studio, LinkedIn Business Manager, Google Ads, Looker Studio
- ❖ Canon XF705, Sony NX, DSLRs & Mirrorless
- ❖ Canva, Buffer, Later, HootSuite, Trello