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# EMILY DIAZ

## OBJECTIVE

Mission-driven communicator skilled in content strategy, social media and community-centered messaging. Proven success driving brand growth and social impact narratives that engage diverse audiences. Seeking full or part-time role at an agency, company or nonprofit focused on social impact.

## EDUCATION

DePaul University - M.A. in Public Relations & Advertising, 2025, Summa Cum Laude  
DePaul University - B.A. in Communication Studies, 2024, Magna Cum Laude

## CERTIFICATIONS

- Fundamentals of Grant Writing, Young Leaders of the Americas Institute, 2025
- Influencer Marketing Campaigns for Beginners, Semrush, 2025
- SEO & Content Playbook for Agencies, Semrush, 2025

## TECHNICAL SKILLS

- Canva, Adobe Rush, WordPress, Salesforce Marketing Cloud, Sharepoint
- Facebook Business/Ads Manager, Instagram Insights/Analytics, Mailchimp, Hootsuite
- Microsoft Office

## RELATED EXPERIENCE

Staff writer, *Study Breaks Magazine*  
Copywriting intern, *Soul Institute for Quantum Living*  
Multimedia Intern, *Free Spirit Media*  
Social Media Intern, *Reva and David Logan Center for the Arts*

## WORK EXPERIENCE

### Social Media Manager Intern

*The Chrysalis Program*, non-profit providing mental health and academic support for Black girls in Chicago - Remote | 2025

- Led paid ad and SEO campaign boosting Instagram/Facebook activity by 185%, visits 200% and reach 700% in one month
- Managed content creators, launched brand kit and content calendar targeting Southside Black families

### Public Relations Assistant Intern

*Guide My Brand* - Remote, 2024-Present

- Advanced client strategy for influencers [Chad Robichaux](#), [CJ Stewart](#), [Shaunda Necole](#) and [Rev. Chris Lee](#), securing media interviews and podcast features
- Created engaging blogs to promote new services, crafted and managed press materials

### Social Media Student Assistant

*DePaul University Global Asian Studies Dept.* - Chicago | 2024-2025

- Increased Instagram reach by 100% + , non-follower views 50% via SEO/targeted content

- Redesigned social media branding for Instagram, Twitter and LinkedIn via Canva

## Internal Communications Assistant

*DePaul University Communications*- Chicago | 2023-2025

- Produced news articles for 10k+ readers, supported reputation management through Marketing Cloud, managed websites, archives and photo editing
- Drafted social media copy, newsletters and coordinated cross-departmental interviews

## Senior Beauty & Fashion Writer

*Just N Life Magazine* - Chicago | 2024-2025

- Launched plus-size fashion series to increase readership among underrepresented audiences
- Led team of five writers, improving SEO content via Wordpress
- Coordinated articles with Sports Illustrated model [Nina Cash](#), trademark lawyer influencer [Rosezena Pierce](#) and other influencers.

## Associate Editor

*14East Magazine* - Chicago | 2023-2025

- Guided editorial workflow and pitch strategies ; won Catholic Media Association journalism award

## Arts & Life Editor

*La DePaulia* - Chicago | 2024-2025

- Edited and supervised arts content/stories, conducted interviews with BIPOC artists and community leaders

## Service Learning Coordinator

*DePaul University Irwin W. Steans Center* - Chicago | 2021-2023

- Managed database of over 400+ nonprofits ; pitched and established partnerships via email
- Led orientations and site visits with nonprofit CEOs
- Supported academic courses, coordinating volunteer placements and assignments

## COMMUNITY SERVICE

Junior associate board member, *National Alliance on Mental Illness* | 2023-2024

Assistant English language teacher, *Centro Romero* | 2024