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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, organization 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

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
- Manage content creators, execute digital fundraising and volunteer recruitment strategies, oversee press materials like brag books, brand kit and media pitches

Public Relations Assistant

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, analyzed KPIs via Marketing Cloud, managed websites, archives and photo and video 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
- Assisted in managing in-person events, validating parking tickets, checking in guests\
- Prepared marketing materials such as digital advertisements, overseeing social media channels

COMMUNITY SERVICE

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

Assistant English language teacher, *Centro Romero* | 2024