



# DIANA COLD

**SOCIAL MEDIA SPECIALIST**

## CERTIFICATES

- Google AdWords
- Inbound Marketing Certification
- Social Media Marketing
- Google Analytics
- Project Management Professional (PMP)

## CONTACT

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## SUMMARY

Social media specialist with deep understanding of Instagram, Facebook, Pinterest and Google Analytics. Over 8 years of experience in SMM, SEO, E-commerce and PPC. Expert at researching relevant industry PEST and SWOT analysis.

## EDUCATION

### UNIVERSITY OF PENNSYLVANIA

Bachelor of Arts in Marketing - 2010

## EXPERIENCE

### SOCIAL MEDIA INTERN

*MARKETSOURCE INC. 2010-2013*

- Researched target audience and discover current trends
- Developed effective and engaging content for multiple brands

### SOCIAL MEDIA SPECIALIST

*LEGENDS EVENT PRODUCTION 2013-2016*

- Managed daily activity on social media accounts (Facebook Instagram, Pintrest)
- Ran PPC campaigns

### CUSTOMER SERVICE

### & SOCIAL MEDIA SPECIALIST

*DAY ONE DIGITAL 2016-2019*

- Created and executed social media campaigns with a consistent marketing message
- Monitored social media traffic and engage online audiences

## SKILLS & QUALITIES

Photoshop  
WordPress  
SMM  
SEO

