

CHRISTINA DIAZ

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🏠 Ventura, CA

in ChristinaDiaz

S U M M A R Y

Hi, I'm Christina. I'm very passionate about the work I do. I thoroughly enjoy producing and delivering content that engages audiences and drives company recognition. I thrive under pressure in a deadline driven environment. I love the challenges that content creating brings. I am looking for a flexible position where I can maximize my multi-layer writing and editing skills, social media skills, and successful track record in the creative realm.

E D U C A T I O N

| MASTER'S DEGREE

English Rhetoric & Composition
California State University
Northridge, 06/2006

| BACHELORS DEGREE

English Literature,
California State University
Northridge, 06/2004

S K I L L S

| PROFESSIONAL

Marketing
Website content
Brand consultant
Content creator
Social media management
Blog manangement
Writing
Event production
Editing
Brand representative

W O R K E X P E R I E N C E

BRAND MANAGER

Ryzin Art 8/2020-present

Remote position for a gaming studio. They had no active social media until I was hired. I've created an online presence for their brand in a niche market. I tailor weekly content, creating new industry trends, all while building a dedicated fan base on all social media pages. I also perform business administrative duties, such as project management, Quickbooks.

- Online base has been all organic, unpaid growth
- Create, manage weekly company blog

SOCIAL MEDIA MANAGER

Altair Instruments LLC 1/2016-3/2020

Independent contractor position at a high end skincare product manufacturer. I created bi-weekly newsletters, maintained a company blog, press releases, and created various web content for 2 brands. Developed and maintained all social media pages for both companies under the Altair umbrella. I was given a monthly advertising budget to create ad campaigns for new product launches for both online and print.

- Establish a voice for the brand, both internally and externally
- Attended beauty events and trade shows on behalf of the company all over the US all while creating content on the road in real time

SOCIAL MEDIA MANAGER

Sespe Creek Collective 2/2019-11/2019

Create content for Sespe's social channels and maintain all social media platforms. Create bi-weekly newsletters, work with brand reps/in-store demo days to promote and co-network with other brands. With very limited resources I have been able to grow and steadily maintain all social media accounts creating completely organic, unpaid results and engagement.

- Create live, social media content in real time
- Part time, remote position

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TECHNICAL

Microsoft Word
 Slack, Trello, Asana
 Microsoft PowerPoint
 Adobe Photoshop
 Adobe Acrobat
 Google Sheets
 Quickbooks

INTERESTS

Travel
 Literature
 Rollerskating
 Museums
 Art
 Spending time with my kids

REFERENCES

CURRICULUM SPECIALIST

Jafra Cosmetics International LLC 11/2011-6/2014

I worked full time in the training department at JAFRA, there was 6 of us on the team. I developed monthly training articles specifically tailored to the sales field via the monthly company publication titled "Action." I also produced meeting agendas, developed training exercises, and support tools to drive company sales.

MANAGING EDITOR

Paisano Publications 06/2007-09/2011

I worked exclusively for Tattoo Savage Magazine. I determined all content for each issue. I managed a team of two dozen freelance writers and photographers. I wrote 40-50% of the magazine's content under various aliases. I edited all 108-pages of the magazine. I worked under tight production deadlines (108 pages every 6 weeks). I created, operated and maintained all of their social media pages determining content and building an online presence.

- Regularly contributed to our sister publications *Easyriders* and *Rebel Rodz Magazine*
- Attend tattoo events on behalf of the company all over the US all while creating content on the road in real time

PERSONAL PROJECTS

E-VOLVED MAGAZINE

Established in 06/2015, ongoing

Write, design, edit, and produce a 64 page publication, as well as all online content on the {E} website. Manage all of our social media accounts. Also design / manage the website. I also prepared and shipped all 650+ subscriptions, manage and maintain distribution as well. Presently, the publication is fully digital.

VC ART MARKET

Established in October 2016, ongoing

Curate a monthly outdoor urban art market in Downtown Ventura. Sponsored by the City of Ventura.

SEASIDE TATTOO SHOW

Established in 2017 (3 year gap due to Covid) ongoing

SEASIDE ODDITIES EXPO

Established in 2022, ongoing

UNDRESSED: EROTIC ART EXPO