

Ana Diaz-Ramos

Fitchburg, Massachusetts

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EDUCATION

University of Massachusetts - Lowell — Bachelors in Business Administration - Marketing and Management Information Systems *GPA: 3.5/4.0 (SEP 2020 - MAY 2023)*

Activities: Honors College, Joy Tong Women in Business, Latin-American Student Association

WORK EXPERIENCE

Hospitality & Event Services, University of Massachusetts - Lowell, MA— Hospitality Intern *(MAY 2022 - AUG 2022)*

- Utilized Microsoft Excel, Microsoft 365 Applications, and StarRez to interpret and manage user and tracking data for clientele.
- Implemented email marketing sequences to follow up with various external and internal organizations.
- Engaged with outbound customer service phone calls to help clients create, manage, and support their onboarding experiences.

Quartal - Boston, MA — Digital Marketing Development *(AUG 2021 - PRESENT)*

- Implemented and planned the first go-to-market strategy for this music education company.
- Applied growth marketing techniques to promote brand awareness by increasing Tiktok and Youtube Reels efforts to 20k+ impressions.
- Designed various content-marketing media for paid customer acquisition including Facebook Ads and development of content for SEO optimization.

Famous Footwear - Leominster, MA — Seasonal Sales Associate *(JUN 2021 - AUG 2021)*

- Executed sales promotions, and helped customers navigate effectively into purchasing their desired products by providing exceptional customer service.
- Handled complete transactions at the register as a cashier.
- Stocked merchandise and kept the store tidy and organized.

SKILLS / CERTIFICATIONS

Skills: Customer Engagement, Business Writing, Copy Writing, Microsoft Excel, Google Analytics, Google Ads, Adobe Photoshop, Canva, SEO, Python, English and Spanish Fluency

Certifications: Intro to Programming in Python and Data Science, Bloomberg Market Concepts

VOLUNTEERING

Rosie's Place: Prepared meals and donations for the homeless women at the Boston shelter which inspired, uplifted, and invoked hope.

5K for Little Feet: Raised funds from a walkathon in Fitchburg, MA for kids in need of shoes.