



Hello.. I'm

Kyra

DIAZ

I'm your..

MARKETING MANAGER



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Coral Springs, FL



954-825-6309

ABOUT ME

An energetic and creative trail blazer who is known for her love of all things culture and engagement. With 8+ years of sales & marketing experience, I specialize in brand awareness, business development and social media.

EXPERIENCE

Inside Sales Supervisor

VERIZON

2018 - Present

- Drove culture and maintained an inclusive, collaborative working environment by ensuring teams are supported, motivated and engaged.
- Coached and developed my sales team by facilitating ongoing virtual trainings and monitoring of individual and virtual team performance to achieve commission based targets.
- Exceeded defined acquisition and retention objectives through strategic planning and analysis.
- Ranked #4 out of 180 supervisors for Winner's Circle 2021 (Revenue recognition program)

Tradeshaw Director

THE LAUREN ASHTYN COLLECTION

2017 - 2018

- Supervised exhibit development and creation, ensuring adherence to budget goals.
- Reviewed and select outside vendors to create exhibits or contribute to events.
- Coordinated planning and materials for execution of trade show events and exhibits, including travel arrangements.
- Oversaw logos, branding, and messaging across departments.

Marketing Manager

ANITA INTERNATIONAL CORP.

2013 - 2017

- Developed and implemented strategic marketing plans to attract potential customers and retain existing ones
- Established a sustainable PR approach based on creating content regularly to ultimately grow the company's footprint
- Assisted in the launch of the very first eCommerce site, planned site architecture, design and functionality, created new content and incorporated SEO, SEM.
- Devised marketing campaigns to drive online traffic to company website using social media platforms
- Worked closely with Graphic Design team to create e-mail marketing strategies targeting B2B & B2C
- Coordinated multiple photo shoots and executed digital and print advertising B2B & B2C (Casting, studio design & set-up, editing, etc.)
- Managed and coordinated all Trade Shows, company sponsored events, and industry conferences (Curve NY & Curve LV x2, Miami Swim Show, Outdoor Retailer, Essentially Women, ABC show)

SKILLS

- Google Suite
- Microsoft Office
- Adobe Photoshop & Lightroom
- Google Analytics
- Content Development
- Research & Trend Analysis
- Brand Building

GALLUP CLIFTON STRENGTHS

- Strategic
- Achiever
- Ideation
- Futuristic
- Positivity

EDUCATION

- VALENCIA COLLEGE
AA (Associates of Arts in General Studies)

INTERESTS



Videography



Photography



Drone Videography