

Diana Josefina Chavez

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PROFESSIONAL EXPERIENCE

MARKETING AND COMMUNICATIONS SPECIALIST

Kooltura Marketing Agency

San Jose, CA

May 2025- Present

- Manage client communications and campaign deliverables for 4–6 concurrent accounts, ensuring culturally resonant and strategically aligned brand messaging.
- Create bilingual English and Spanish social media and email content, contributing to a 181 percent increase in audience visibility and increased community engagement across client platforms.
- Develop and execute multi platform marketing campaigns for Latinx focused institutions, supporting program launches, events, and awareness initiatives.
- Oversee social media strategy and content calendars for 4 or more institutions, publishing 8 to 12 posts per month per client using Meta Business Suite.
- Collaborate cross functionally with designers and video editors to produce 20 or more visual assets per month aligned with brand identity and campaign goals.
- Support the planning and promotion of community events with 50 to 500 or more attendees by coordinating outreach, digital promotion, and branded content.

MARKETING MANAGER

Intacta Music Agency

Barcelona, Spain

May 2024-September 2024

- Updated and maintained artist websites for Foehn Records and Intacta Music using WordPress and Wix, enhancing functionality with new features like a “Booking” tab, and ensuring accuracy across multilingual content (EN, ES, CAT).
- Created tailored press kits for 10+ artists, showcasing new releases, media coverage, and promotional images, driving an increase in media and partner engagement.
- Curated 50+ Instagram posts using Canva, boosting engagement by 20%, while capturing live event content to align social media aesthetics with artist branding.
- Compiled over 30 detailed artist dossiers centralizing bios, press coverage, and achievements, streamlining agency workflows and supporting seamless updates across platforms.
- Produced a 3-minute promotional video for MMVV music conference, earning audience acclaim and increasing agency visibility through impactful storytelling and editing.
- Improved team efficiency through meticulous Excel tracking systems for artist schedules, bookings, and contact details, ensuring seamless collaboration.

SOCIAL MEDIA MANAGER

Kizzmet Jewelry

Los Angeles, California

June 2020-August 2023

- Captured and edited 200+ product photos for Instagram; curated posts aligning with brand aesthetics.
- Designed cards detailing crystal origins and properties, enhancing customer experience.
- Analyzed Instagram metrics to refine content, achieving 12% monthly growth in engagement.

EDUCATION

UNIVERSITAT INTERNACIONAL DE CATALUNYA

Masters in Art and Cultural Management

Barcelona, Spain

2023- 2024

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

Bachelor of Arts in Anthropology

Bachelor of Arts in Critical Race and Ethnic Studies

Santa Cruz, California

2016- 2020

TOOLS

- Meta Business Suite, Meta Ads, MS Office, Wix, WordPress, Canva, Figma, Google Workspace, Mailchimp, Zoom, iMovie, Elementor, Asana, Capcut, Square Space, Monday Work Management

LANGUAGES

- English, Spanish