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SKILLS

- Revenue Generation
- Relationship-Based Sales
- Strategic Marketing
- CRM Management Expert
- Content Creation
- Video Editing
- Graphic Design
- Social Media Management
- Brand Marketing
- SEO Specialist
- Problem-Solving
- Adaptability
- Communication
- Leadership
- Bilingual (Spanish & English)

EDUCATION

ASSOCIATE IN ARTS | JOURNALISM AND SOCIAL BEHAVIORAL SCIENCE

Southwestern College

2013 - 2016

BACHELOR OF ARTS | JOURNALISM

California State University, Long Beach

2016 - 2018

DIEGO GOMEZ

MARKETING & SALES

PROFESSIONAL SUMMARY

Bilingual marketing and sales professional with 8+ years of experience growing brands, generating leads, and driving revenue through digital marketing. Experienced in SEO, CRM, content strategy, social media, and multi-channel campaigns. Focused on implementing marketing strategies into measurable growth, stronger engagement, and sales profit.

EXPERIENCE

DIGITAL MARKETING MANAGER

Unitis Contractor Supplies

2025 - Current

- Built and led Unitis' first marketing department, establishing brand voice, content strategy, and internal systems from the ground up.
- Created and executed content and campaigns that increased brand visibility and engagement by 120%.
- Developed and promoted marketing campaigns that drove foot traffic, generated 140+ qualified customers per year, and strengthened vendor + customer partnerships.
- Implemented data-driven marketing strategies using analytics and KPIs, improving campaign performance and optimizing ROI across channels.

MARKETING & SALES ASSISTANT

Sports Performance Physical Therapy

2021 - 2024

- Generated over 2,000 qualified leads annually through CRM campaigns and digital outreach, contributing to 43% revenue growth.
- Implemented full-year marketing calendars with social, email, and local media strategies, achieving a 22% boost in customer engagement.
- Optimized sales funnels by identifying pain points, cutting conversion costs by 35% and improving close rates by 18%.
- Collaborated with leadership to craft targeted promotions that consistently surpassed monthly sales targets by 20%.

PROMOTIONS & MARKETING ASSISTANT

Grupo Imagen - Radio Latina 104.5 FM

2018 - 2021

- Coordinated 50+ branded events and remote broadcasts annually, strengthening community engagement and sponsor visibility.
- Produced multimedia content for Instagram, Facebook, and YouTube, resulting in a 2x increase in organic reach.
- Assisted in managing promotional campaigns that led to a 15% increase in listener participation and call-in traffic.
- Supported the marketing team in building strategic partnerships and tracking KPIs for sponsor deliverables.