

PROFESSIONAL

# PORTFOLIO

DIOMARA JASMIN COLÓN



# MEET DIOMARA

My name is Diomara Jasmin Colón (also known as Dio), and I'm a Senior Content Specialist with nearly a decade of experience in strategic content marketing and digital media. I'm 32 years old and currently based in Texas, originally from New Jersey, and raised primarily in Puerto Rico. Growing up between cultures and places shaped my perspective on media, storytelling, and human connection.

That lived experience led me to pursue a bachelor's degree in Communication and Media Studies, followed by a master's degree in Public Relations. Today, I lead high-impact, data-driven content strategies across industries, including education, government, nonprofit, construction, and technology.

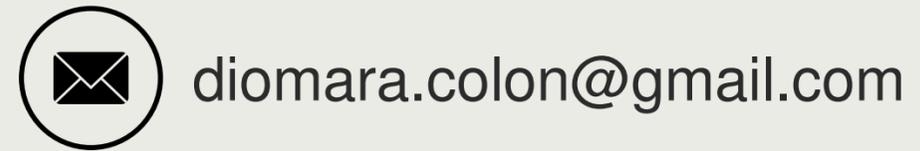
At TechArk, I collaborate with cross-functional teams, manage client relationships, and mentor content creators to deliver campaigns that are both creative and results-focused, helping brands communicate with clarity, purpose, and cultural awareness.



# INFORMATION

- Diomara Jasmin Colón
- 32 years old
- Dallas, TX, USA
- Fully Bilingual (English & Spanish)
- Communication, PR & Content Specialist
- Currently working full-time as a Senior Content Specialist
- Enjoys: Traveling, learning new languages, reading, and coffee shops.
- Has experience in the beauty, non-profit, tech, education, government, construction, and other industries.

# CONTACT



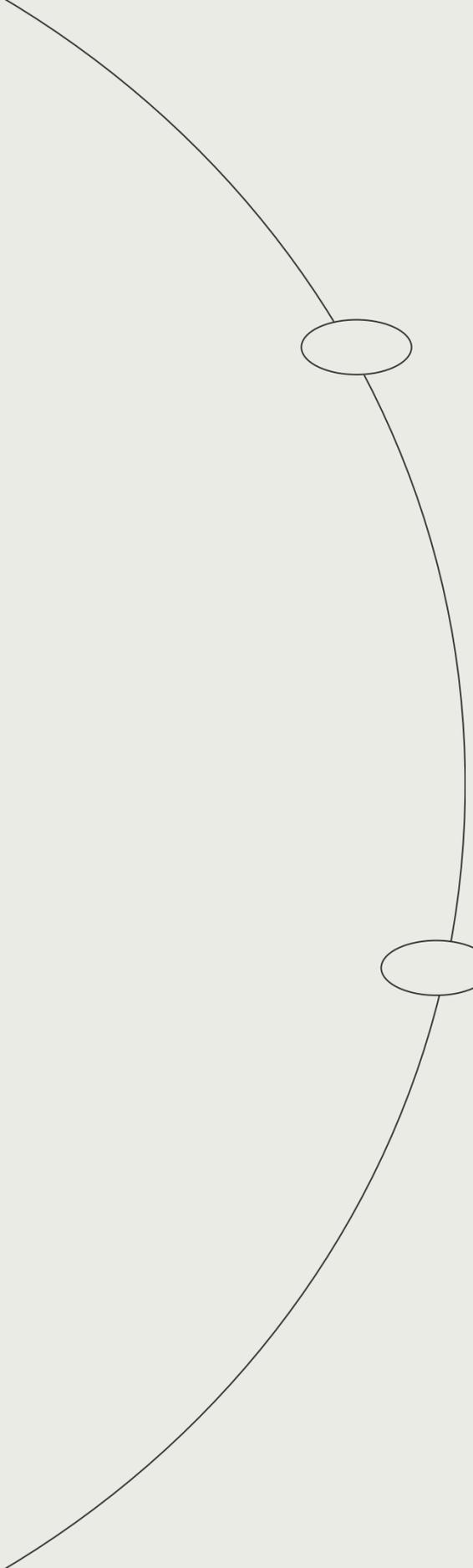
# REASONS TO JOIN THE PROGRAM

Over the years, as I have grown professionally in the field of communication and content marketing, I have gained firsthand experience in how storytelling, branding, and media strategies shape public perception across diverse audiences. Through my work with organizations and brands, I have learned how effective communication must adapt to evolving digital platforms, cultural contexts, and global audiences. This experience has deepened my interest in understanding communication not only as a creative practice, but as a strategic tool influenced by globalization and intercultural exchange.

As I continued to develop professionally, I began to see how trends, products, and media have become increasingly globalized, with ideas and cultural influences moving rapidly across borders. In particular, I have observed the growing global presence of media, creative industries, and digital trends emerging from Thailand. Thai culture, entertainment, and branding are no longer confined to local markets; they are becoming influential voices within global conversations.

Witnessing the rapid growth of industries in Thailand alongside broader global communication trends has inspired me to position myself at the center of this transformation. Studying Global Communication in Bangkok would allow me to gain deeper insight into how regional and global narratives intersect, while developing the analytical and intercultural skills needed to navigate international communication landscapes. The Master of Communication Arts in Global Communication aligns with my professional background and my desire to contribute meaningfully to an increasingly interconnected world.

# EDUCATION



**UNIVERSIDAD DEL SAGRADO CORAZÓN**

2016-2019

Master's Degree in Communication, specializing  
in Public Relations. GPA 3.89

**UNIVERSIDAD DEL SAGRADO CORAZÓN**

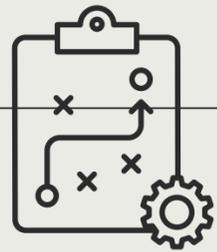
2011-2016

Bachelor's Degree in Communication. GPA 3.72



# PERSONAL SKILLS

I am fully bilingual in English and Spanish, with working knowledge of Mandarin and Korean, and have extensive experience in strategic content marketing and social media management. I specialize in developing data-driven campaigns, managing multi-channel platforms, and collaborating with cross-functional teams to deliver results. Highly organized and self-motivated, I work well under pressure, manage multiple priorities independently, and bring a strong focus on client relationships and audience engagement.



## Strategy

Campaign planning, brand voice development, audience targeting, and quarterly and yearly planning.



## Growth

Organic optimization, audience growth, platform expansion, paid media tracking, and lead generation.



## Content

Social media copy and design, image and video editing, Email flows, blogs, website translations, and landing pages.



## Analytics

Monthly, quarterly and year reports, engagement reports, A/B testing, and performance tracking.



## Tools Used

Email platforms, CMS, ad managers, social media and visual content tools



# WORK EXPERIENCE



**SENIOR CONTENT SPECIALIST | TECHARK |  
OCT 2025 – PRESENT**

Lead strategic content and social media campaigns, mentor creative teams, and drive audience engagement across diverse industries.

**CONTENT MARKETING SPECIALIST | TECHARK |  
NOV 2022 – OCT 2025**

Managed multi-channel social media for seven brands, developed TikTok strategy, and delivered data-driven campaigns with measurable results.

**SOCIAL MEDIA MANAGER & COPYWRITER | FREELANCE |  
JAN 2016 – AUG 2022**

Created and managed social media content for multiple clients, growing engagement and brand awareness across platforms.

**SOCIAL MEDIA MANAGER & COPYWRITER | PR ONLINE MARKETING, LLC |  
AUG 2017 – DEC 2018**

Managed social media and content for luxury brands, optimizing campaigns and maintaining a consistent brand voice.



# WORK PROTFOLIO



# LUXURY & PRODUCT BRANDS

*HerStyler, Venofye, Evalectric, Celestolite, and others*

Worked on campaign planning, social media copy and promotions, and website product descriptions. Focused on building brand identity, engagement, and awareness through curated content.



# NON-PROFIT ORGANIZATIONS

*United Way of the Virginia Peninsula, Project HOPE-VA*

Created social media content, video editing, content ideation, analytics, and reporting. For Project HOPE-VA, also proofread and translated Spanish content, created original Spanish posts, and developed paid media campaigns.



# SERVICE INDUSTRY CLIENTS

*Posh Virtual Receptionist, Crest Foodservices, FSDC*

Developed brand awareness campaigns, social media content, video editing, promotional campaigns, analytics, and reporting. For Posh, also created Spanish content and managed paid media campaigns.



# AGENCY / INTERNAL INITIATIVES

## *TechArk*

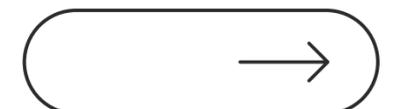
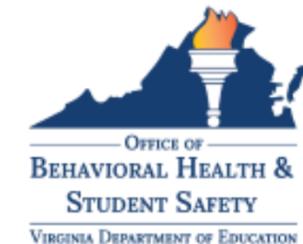
Managed social media, video and image design, copywriting, campaign planning, quarterly strategies, and AI initiative development. Led rebranding projects, launched TikTok content, produced video and podcast content, and managed monthly newsletters. Mentored and managed a team of content specialists.

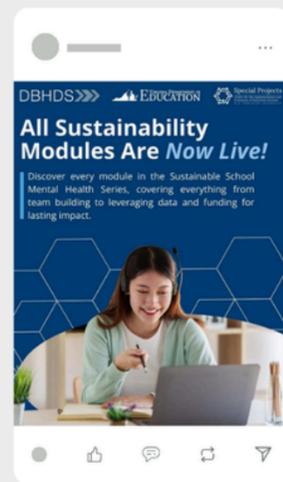
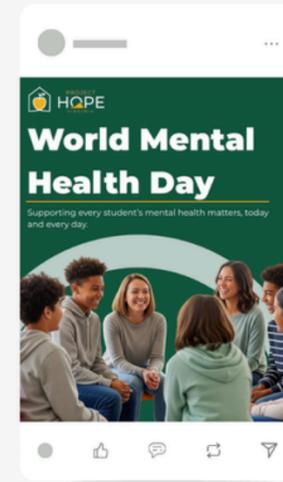
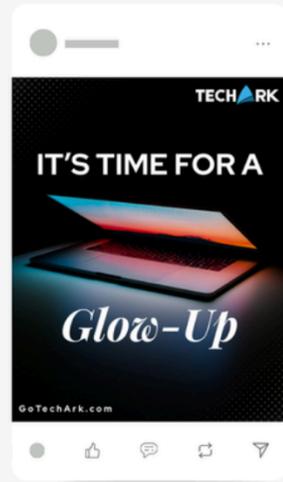
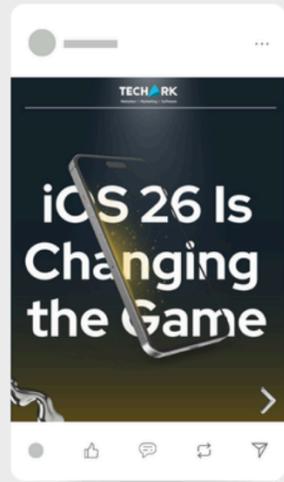


# EDUCATION & ORGANIZATIONS

*Center for Implementation and Evaluation of Education Systems (CIEES), Virginia Department of Education Office of Behavioral Health and Student Safety, DBHDS, and others*

Worked on educational content, social media, video and image design, campaigns, PR pieces, content in English and Spanish, quarterly and yearly strategies, reporting, paid media, presentations, and website translations.







★ Diomara Colón “Dio” ★