

DIOMARA COLÓN

diomara.colon@gmail.com

SUMMARY

Industrious Marketing Specialist offering nine years of marketing experience along with a decisive and hardworking approach. Talent for devising creative strategies. Demonstrated knowledge of graphic design, copywriting and project management.

WORK EXPERIENCE

TechArk Solutions | *Senior Content Specialist*

October 2025 – Present

- Lead cross-functional collaboration and campaign strategy across multiple accounts and sectors, aligning content marketing with company goals.
- Serve as Account Manager for three client accounts, acting as the primary point of contact and leading strategy, consultations, audits, and performance reporting.
- Provide content strategy, planning, and execution support across 11 client accounts total, including those managed directly as Account Manager.
- Oversee multi-channel social media management for brands across education, government, IT services, construction, and nonprofit sectors.
- Manage and mentor a team of Content Specialists, overseeing workload distribution, quality control, and professional development.
- Plan, execute, and optimize paid media campaigns for multiple brands, including video, image, lead generation, and boosted social content, to drive engagement and achieve marketing objectives.

TechArk Solutions | *Content Marketing Specialist*

Nov 2022 – September 2025

- Directed the launch of the company's TikTok strategy, increasing brand visibility and engagement.
- Initiated and managed two internal newsletters to strengthen internal communication and brand alignment.
- Supported multi-channel content creation and campaign execution across diverse client accounts.
- Recognized with the 2023 TechArk Pinnacle Award for Quality for excellence in client management and content strategy.

Independent Consultant (Freelancer) / *Copywriter & Social Media Manager*

January/2016 - August/2022

- Enhanced brand awareness and engagement by developing effective social media strategies and visually appealing content, maintaining a consistent brand voice across multiple platforms.
- Optimized social media campaigns through data analysis and performance metrics, resulting in targeted improvements and an increase in job applications within the first year.

PR Online & Marketing, LLC (Part of Mazal Group) / *Copywriter & Social Media Manager*

August/2017 - December/2018

- Increased brand awareness and engagement through strategic social media campaigns and compelling, visually appealing content across platforms for luxury brands like Venofye, Celestolite, and HerStyler.
- Enhanced campaign performance by analyzing metrics, optimizing social media strategies, and driving organic follower growth across all managed platforms.

EDUCATION

MA in Comm-PR

Universidad del Sagrado Corazón

August/2016 - December/2019

BA in Communications

Universidad del Sagrado Corazón

August/2011 - June/2016

ADDITIONAL INFORMATION

- **Technical Skills:** Bilingual, Translation, Social Media Management tools, Adobe Creative Suite, Canva, Final Cut, & Wordpress.