



DIANA CEJA

Social Media Marketing

Hello, I'm Dia! I have 4+ years of experience in Social Media Marketing. My passion is community, connectivity, and innovation in the vast and ever-changing world of organic social. Allow me to help you navigate it and tell your business' story as if it were my own.

WORK EXPERIENCE

SOCIAL MEDIA MARKETING SPECIALIST

Vyond | July 2023 - Present

- Increased LinkedIn follower count by 1000+, engagement rate by 60%, and link post clicks by 30% within my first two months through copywriting and campaign strategy. Grew follower count by 27% and ER by 108% within a year.
- Developed and launched a monthly LI newsletter that gained 100 subscribers in the first 10 minutes of being live and grew to 8,000+ subscribers in a year.
- Working with the marketing team to duplicate the appropriate LPs on Pardot and create UTMS that tracked a \$20k+ YTD organic social revenue for a single campaign.
- Developed a marketing and reporting strategy highlighting organic ROI and lead generation while aligning with company business objectives.
- Collaborating with the content team and other stakeholders to ensure ideal organic distribution and social promotion for all marketing efforts.

SOCIAL MEDIA COORDINATOR, INDUSTRIES MARKETING

Salesforce | Jan 2022 - May 2023

- Partnered with global/regional brand owners to develop tailored content & promotion plans across 10+ industries including **Media & Entertainment, Communications, Manufacturing & Auto, Energy & Utilities, Tech, Retail & Consumer Goods, Healthcare & Life Sciences, and Financial Services.**
- Collaborated with an agency to run a strategic Executive Influencer Program, consisting of 20+ industry experts, to drive industry thought leadership and increase social engagement.
- Developed a variety of resources such as social toolkits, organic social plans, and weekly Slack insights to maximize employee enablement while easing the process of informing stakeholders.
- Actively expanded my duties, knowledge, & skills by partnering with the Demand Generation team to optimize NetZero marketing strategy based on real-time analytics through Salesforce reporting.

SOCIAL MEDIA SPECIALIST, SMB

Salesforce | Mar 2021 - Nov 2021

- Raised follower count by 3,000+ users in 6 months by developing and publishing daily content and copy across Twitter, LinkedIn, and Instagram to align with the SMB audience and the Salesforce SMB brand vision.
- Implemented strategies, KPIs, and best practices across social media channels that led to results such as a 150% increase in engagement rate in just 1 month.
- Provided detailed reporting of key metrics and performance on a weekly, monthly, and quarterly basis to track progress toward social media goals.
- Created 30+ new campaigns in SFDC and utilized the respective campaign IDs to build UTMs and track social leads.

PRODUCT MARKETING INTERN, MEDIA & ENTERTAINMENT

Salesforce | Aug 2020 - Jan 2021

- Supported the heads of marketing in the integration of the Vlocity Media industry with Salesforce to ensure a successful launch of Salesforce Media Cloud.
- Developed and edited content for the launch of 50+ marketing tools including product demos, product release webinars, product decks, industry webpage construction, and customer stories.
- Researched data on relevant topics such as global ad spending and digital transformation to amplify industry knowledge, deliver the latest information to clients, and drive pipeline.

CONTACT

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EXPERTISE

Strategy
Copywriting
Project Management
Analytics

SOFTWARE KNOWLEDGE

Slack Block Kit
Salesforce
Sprout Social
Canva Photoshop
Bit.ly

PERSONAL SKILLS

Creativity
Team building
Communication
Problem Solving
Leadership

EDUCATION

AS, BUSINESS ADMINISTRATION, ECONOMICS, POLITICAL SCIENCE (3 DEGREES)

Diablo Valley College | TBC 2024

PROJECT MANAGEMENT

Year Up Program | 2020 - 2021