

Geraldin Noemis Diaz

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WORK EXPERIENCE

Author of Reroute: Post Grad Guide to Success, New York, NY February 2020 - Present

- Originated a book filled with tactics sharing how to navigate life after college as a first-gen grad
- Research and devise 100+ pieces of content in the form of visuals through videos, audio through podcasts, and written through social platforms surrounding job applications, mental health, finances, purpose, and habits
- Source and contact 20+ high-level executive prospects weekly to support college/university student body needs
- Conduct weekly research on topics such as networking, job seeking, skill sets, and mental health
- Scaled from \$0 to over \$2K revenue per month in 4 months with organic reach and promotion

Seeds of Fortune, College and Career Coach, New York, NY August 2023 - Present

- Produce monthly newsletter through Constant Contact disclosing internship, job, and personal and professional development opportunities for young women of color in college
- Source for and develop weekly emails filled with internship, job, networking, and scholarship opportunities
- Oversaw and provided educational and professional opportunities in WhatsApp and Discord communities
- Formulate workshops and graphics on a bi-weekly basis catered to professional development programming
- Conduct weekly calls with scholars to source opportunities based on their interests and career paths

America On Tech, Alumni Programs Manager, New York, NY October 2022 - September 2023

- Produced the creation and growth of professional development programs for 100+ students, including mentorship and knowledge-sharing forums discussing topics such as career, mental health, mindset, and much more
- Established success frameworks and metrics for programs by gathering and analyzing data that provide for continuous improvement using data and insights
- Facilitated the growth of the Discord community from zero to over 300 members by providing professional and tech opportunities
- Crafted marketing material in the forms of a monthly newsletter, weekly informative emails, workshops, and 10+ graphics for tech opportunities and events using Canva and Mailchimp

Pathway To Purpose, Bilingual Program Manager, Brooklyn, NY March 2022 - September 2022

- Conceptualized 20+ engaging college and career prep workshops in English and Spanish for 300+ students
- Cultivated relationships with decision-makers in 25+ schools across 15+ school districts to assist students' needs

The Muse, Sales Development Representative, New York, NY September 2021 - March 2022

- Communicated with 5000+ leads monthly through cold calling, email, and LinkedIn messaging to qualify and schedule 20+ meetings monthly
- Developed outreach to contact 10,000+ leads to drive over 100k+ in revenue within the first 3 months
- Assisted in onboarding new sales reps onto the team and prepared a workshop for sourcing leads on social media

Insider Intelligence, Sales Development Representative, New York, NY July 2020 - March 2021

- Formulated 12+ email campaigns and LinkedIn messaging using innovative techniques to target 6000+ executives
- Led the comeback of the DEI ERG through monthly events dedicated to professional and personal development
- Identified 4000+ quality leads monthly and secured demos for account executives
- Utilized Salesforce, Salesloft, LinkedIn, and Google Suite daily to communicate with sourced leads

EDUCATION AND CERTIFICATIONS

- Binghamton University, State University of New York, Bachelor of Arts
- Flockjay Sales Honors Program- Sales Tech Fellow
- USF Corporate Training and Professional Education- Diversity, Equity, and Inclusion in the Workplace Certificate
- HubSpot- Social Media Marketing Certification
- Google- The Fundamentals of Digital Marketing
- Digital Marketing: Practical SEO Training for WordPress Websites to Optimize for Website Traffic- Skillshare

SKILLS

- **Technical/Non-Technical, Software:** Microsoft Office, Google Suite, Mailchimp, Canva, Salesforce, Salesloft, Outreach, Slack, Event Planning, Constant Contact, LinkedIn Sales Navigator, Discord, CapCut
- **Languages:** English, Spanish
- **Interests:** Public Speaking, Diversity Equity, and Inclusion, Coaching, Writing, Content Creation, Reading, Blogging