

# GINEYDA DIAZ

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**Objective:** To enhance a brand's print, web and social presence with my 10+ years of graphic design and marketing experience

## EXPERIENCE

### **Bottomless Closet, New York, NY**

Operations Director

2012 – Present

Office Manager

2009 – 2012

Executive Assistant

2007 – 2009

- Serve as brand ambassador for organization, instrumental in steady growth from \$600,000 to \$1.4 million annual budget in 10 years
- Responsible for the layout, design and printing of all materials including annual reports, newsletters, other direct mail pieces including special event invitations
- Create and maintain content for all organization websites, responsible for regular updates and revisions of the website and social media platforms
- Generate and edit copy for all external communications including newsletters, e-newsletters, donor solicitations and communications
- Design and lay out all email communications to multiple constituencies
- Work with Google Analytics to analyze SEO compatibility and ensure high Google and Bing ranking
- Led organization through two re-branding efforts and oversaw redesign of website
- Coordinate video and production of PR materials including signage for special events i.e. step and repeats and backdrops
- Create all visual display areas around the office, designing collages to showcase client stories and ensuring that the office space embodies our brand, including creating 30 ft long mural to celebrate organization's 15th anniversary
- Oversee photography including creating images for social media, website and publications
- Responsible for the oversight of all donor data collection/data entry; ensuring accuracy and confidentiality of all donor information
- Support special events including overseeing mailings, donations/payments, RSVP lists and day-of activities
- Oversee procurement and management of all electronics and equipment
- Responsible for all A/V and/or technology needs of the organization
- Supervise and lead Data-Entry Specialist and Office Coordinator
- Research costs, compare quotes and negotiate and maintain organization's contracts and leases
- Membership Chair of Emerging Leaders group, a young professionals affinity group tasked with friendraising and fundraising for the organization
- Speaker at other nonprofits on social media and communications strategy development

### **Urban College of Boston, Boston, MA**

2015 – present

Freelance Graphic Designer

- Design flyers and posters for multiple educational series

### **The Alliance of Career Development Nonprofits**

2014 – present

Technology Committee

Marketing Committee

- Regularly facilitate quarterly Virtual U webinars for members including content creation and technical support
- Led Virtual U webinar on social media strategies for annual events
- Blog Contributor and editor for all monthly releases
- Authored and presented "Social Media in a Viral World" at annual conference; educating startup member organizations on how to get started with different social media platforms
- Design all posters, logos and collateral for annual conference

**The Jewish Foundation for the Righteous, New York, NY**

Program Associate

2006 – 2007

Intern

2000 – 2005

- Served as assistant to the Executive Vice President
- Assisted in the proofreading of college textbook and resource for teachers
- Maintaining the website along with graphic designer
- Assisted in planning and staffing the foundation's major annual event
- Organized tasks and procedures for the organization and staff, managed all money and bank issues, supervised interns and part-time staff

**VOLUNTEER/OTHER GRAPHIC DESIGN EXPERIENCE****That Suits You, New York, NY**

2015

Freelance

- Worked with nonprofit startup to develop their first informational brochure, including copy editing and printing

**The Alliance of Career Development Nonprofits**

2016 – present

Board Member

- Manage the business affairs of the Alliance of Career Development Nonprofits, including establishing policies and procedures, which govern the organization and its members
- Collaborate with other board members to ensure that 23 member organizations are provided with funding and organizational guidance to ensure their growth
- Sit on annual 'Smart & Sexy Day' Event task force
- Brought in grant of \$25,000 from corporate sponsor to fund the organization's PR efforts

**EDUCATION****General Assembly, New York, NY**

2016

Digital Marketing Certificate

- Three-month course on all aspects of digital marketing including audience building, brand consistency and data-driven campaigns, culminating on a final project presentation

**University of Richmond, Richmond, VA**

2015

School of Professional &amp; Continuing Studies, Marketing for Nonprofits Certificate

- Week-long institute in marketing to meet the learning needs of nonprofit professionals in all positions, directly and indirectly connected to marketing a nonprofit

**Syracuse University, Syracuse, NY**

2006

College of Visual and Performing Arts/ Bachelors in Science (Fashion Design)

**SKILLS**

Adobe Indesign, Illustrator, Photoshop, Adobe Pro, logo design, video editing, photography, retouching, Mix-media, UX Design, HTML, Wordpress, Google Analytics, Office365, Microsoft Office Suite, Raiser's Edge, NetCommunity, fluent in Spanish, conversant in Italian