

# Joaquin Diaz

Wesley Chapel, FL 33544  
813-352-6510 | [joaquindiaz.designs@gmail.com](mailto:joaquindiaz.designs@gmail.com)

## EDUCATION

### St. Petersburg College

*Associate of Science In Digital Media*

**Seminole, FL**

*Graduated May 2024*

### St. Petersburg College

*Digital Video Production Certificate*

**Seminole, FL**

*Graduated May 2024*

### St. Petersburg College

*Web Development Specialist Certificate*

**Seminole, FL**

*Graduated May 2025*

## EXPERIENCE

### Shermie Web Services - Web Specialist

July 2024 - PRESENT

- Collaborate with clients to create web strategies that communicate their brand online
- Author proposals for potential clients, demonstrating our past work and what our company can do for them
- Optimize websites for search engines through content creation that incorporates keywords and adheres to SEO standards
- Manage and create content for the company social media pages

### OCO Branding - Marketing Intern

May 2024 - July 2024

- Created and published social media campaigns for various clients
- Worked with clients to develop marketing and brand strategies
- Performed marketing research on recent trends in various fields
- Created engagement rate analytics reports for the company's social media clients

### The Carrollwood Florist - Customer Service Representative

February 2021 - May 2024

- Oversaw invoicing of large accounts, ensuring outstanding balances were paid monthly and on time
- Worked with clients to facilitate large scale orders and events
- Designed promotional content for social media and advertising campaigns
- Recorded and monitored product inventory to verify accurate stock levels and timely replenishment

## SKILLS

Customer Service

Meta Business Suite & Meta Ads Manager

Graphics Design

Google Search Console & Google Analytics

Adobe Creative Suite

Microsoft Office

UI/UX Design

Team Cooperation