



# Preston Diaz

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**Online Portfolio:**  
[www.PrestonDiaz.com](http://www.PrestonDiaz.com)

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## Professional Summary

Skilled marketing professional with proven experience launching and supporting products/services in the construction, energy, and non-profit industries. Proactive, personable, creative.

## Recent Experience

Marketing and Social Media Specialist | Superior Construction Services | Nov. 2021 – Jan. 2022

- Managed digital marketing campaigns in the construction industry for Superior through social media pages, SEO, and company website.
- Created engaging content through marketing research, Adobe Creative Cloud software, and on-site photography for LinkedIn, Instagram, and Facebook.
- Analyzed and presented website and social media analytics through Databox business analytics software.
- Performed administrative duties through inventory management, graphic design, and business inquiries.

Dyson Expert | Dyson | Dec. 2019 – July 2020

- Promoted brand awareness, sales, and public relations in-store for Dyson.
- Top performer in sales metrics for two months straight in the Dallas/Fort Worth district.

Marketing Intern | Apergy | June 2019 – Oct. 2019

- Researched, produced, and implemented marketing materials for Apergy's Rod Lift division.
- Created and led SEO, survey, and social media campaigns across multiple LinkedIn accounts and websites, by utilizing large Excel data sets/tables for optimization.
- Planned and helped host multiple marketing events for 25 to 50+ customers in the energy industry, driving sales and customer awareness for Apergy.

## Education

University of North Texas | Bachelor of Arts Degree

- Major: Public Relations/Journalism
- Minor: Political Science

## Skills

- Strategic communicator that creatively conveys information verbally and in writing.
  - Two plus years of experience in marketing, public relations, and sales.
  - Certified in Inbound Marketing through HubSpot.
  - Effective communication writing and design that stays within branding guidelines.
  - Journalistic writing style that focuses on research, facts, and personability.
  - Extensive experience working in team-based environments to accomplish goals and deadlines.
  - Proficient in Microsoft Office, Adobe Creative Cloud, website design, CRM software, and media equipment.
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Visit [linkedin.com/in/prestondiaz](https://www.linkedin.com/in/prestondiaz) for additional information on my skills and experience.