



# Theresa Diamond

A Marketing Professional with entry-level experience specializing in social media marketing, sales, product marketing, and copywriting. Adept at collaborating with creative teams to drive exposure for new products and brands.

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## Professional Experience

### Marketing Intern

Sunlight Watches Inc., New York, NY May 2021 – Present

- Coordinate with marketing specialists, product managers, and social media marketing staff to develop campaigns to support the launch of new smartwatch products
- Analyze competitors and conduct research on target markets to create brand messaging that resonates with the customer base
- Improve followership across Facebook, Twitter, and Instagram by 100%-150% by identifying optimal release times for posts and creating quality marketing copy
- Create presentations for the marketing team featuring marketing indicators and KPIs

## Education

Bachelor of Science (B.S.)  
Marketing

Columbia University, New York, NY  
September 2017 - May 2021

## Key Skills

- Marketing Strategy
- Social Media Marketing
- Campaign Development
- Copywriting
- Competitive Analysis

## Academic Experience

### Marketing Projects

Columbia University, New York, NY September 2020 – May 2021

- Conducted a project to create a marketing strategy and develop campaigns for a hypothetical startup company in a crowded market by creating marketing materials to educate potential customers on product use cases