

## **Jocelyn Diaz**

164 Madison St. Passaic, NJ 07055 • Cell: 973-572-5022 • [Jdiaz17@saintpeters.edu](mailto:Jdiaz17@saintpeters.edu)

### **EDUCATION**

---

**Saint Peter's University** Jersey City, NJ

*Bachelor of Science*, degree anticipated May 2021

Major: Marketing Management

Minor: Graphic Arts

Cumulative GPA 3.75

**Related Coursework:** Digital and Social Media Marketing, Consumer Behavior, Business Ethics, Principles of Marketing

### **AWARDS AND ACHIEVEMENTS:**

---

- Dean's List since 2017
- Freshmen Academic Achievement Awards, 2017
- Study Abroad Art Course in Italy- Spring 2017

### **EXPERIENCE:**

---

**Lab Monitor**, September 2019 to May 2020

Saint Peter's University, Jersey City, New Jersey

- Helping students to the best of my ability
- Know and recommend equipment and manuals in the lab to students
- Maintain Lab (housekeeping: chairs under desk, turn off equipment)

**Sales Associate**, July 2018 to Present

Macy's, Paramus, New Jersey

- Make connections with customers and advise them on shopping needs
- Maintain selling floor presentations, and restock them as needed
- Responsible for meeting personal sales goals and Star Rewards goals
- Develop product knowledge and share it with the customer
- Be aware of the department's current promotional sales and events

**Sales Associates**, May 2019 to August 2019

Sloane Square, Jersey City, New Jersey

- Help customers and advise them on shopping needs
- Be knowledgeable about products within the store (sales/events)
- Sign potential customers to Mailchimp

**Marketing and Communications Intern, May 2019 to August 2019**  
Sloane Square, Jersey City, New Jersey

- Manage daily posting on the various social platforms (i.e. Instagram, Facebook, Yelp)
- Collect / create content for posting, post to social platforms
- Maintain social media and event activity in and out of the store
- Work with the team to set up sponsored events
- Distribute collateral material
- Do research and use analytics to assist in targeting our customers
- Created store sales signs

**LEADERSHIP AND ACTIVITIES:**

---

**Kappa Phi Treasurer, March 2020 - Present**

- Receive chapter's fee from new initiates
- Make disbursements upon order of the chapter
- Keep an accurate account of money received and expenses

**Production Manager - Spring 2020**

Pavan Saint Peter's Literary Magazine

- Managed closely teammates work due dates
- Received and reviewed all teammates work along with Art Advisor
- Designed some of the magazines pages/stories

**ADDITIONAL INFORMATION:**

---

**Computer:** Microsoft Word, Excel, PowerPoint, Photoshop, Mailchimp, Square, Indesign, Illustrator

**Language:** Fluent in Spanish and English