



DIEGO OSORIO

A RECENT MARKETING GRADUATE STUDENT
WITH A PASSION IN SOCIAL MEDIA
MAXIMIZATION, PARTICULARLY IN RELATION
TO CONTENT CREATION, ENGAGEMENT &
ONLINE SUPPORT.

MOUNTAIN VIEW/BAY AREA (408)309-5406 DIEGOOSORIO830@GMAIL.COM DIEGOOSORIO.NET

EDUCATION:

SAN FRANCISCO STATE UNIVERSITY
DEGREE: B.S. IN MARKETING
GRADUATED MAY 21, 2021

FOOTHILL COLLEGE
AA GENERAL STUDIES: SOCIAL SCIENCES
GRADUATED JUNE, 2016

RELEVANT COURSEWORK:

ADVERTISING CREATIVITY AND PRODUCTION:
FOCUS GROUPS, CREATIVE BRIEF, STORYBOARDING, AD FILMING
DIGITAL MARKETING:
LAUNCHED COMPANY, POST WRITER, GOOGLE ANALYTICS, SOCIAL MEDIA
MARKETING MANAGEMENT:
EXECUTIVE SUMMARY SWOT, PESTEL, & 5 FORCES ANALYSIS,

WORK HISTORY

PALO ALTO FAMILY YMCA

SALES ADVISOR

- LED THE SALES DEPARTMENT AND INCREASED LEADS, CONTACTS, AND SALES CONVERSION BY OVER 34%.
- MAINTAINED, AND INCREASED LEAD GENERATION WITH CRM SYSTEM, OVERSAW 300+ MONTHLY LEADS.
- AVERAGED 95% WITH SECRET SHOPS VENTORS WITH CUSTOMER SERVICE CALLS AND VISITS
- 35-50 COLD CALLS PER DAY, 15-20 DAILY WRITTEN COMMUNICATIONS, EITHER EMAIL OR TEXT.
- WORKED WITH 3RD PARTY PAYMENT FOR B2B AND MILITARY MEMBERSHIPS.
- ATTENDED COMMUNITY OUTREACH EVENTS WITH LOCAL BUSINESSES AND NONPROFITS FOR B2B AND NETWORKING OPPORTUNITIES.

PALO ALTO, CA
JANUARY

MEMBERSHIP ASSOCIATE LEAD

JANUARY 2017- JANUARY 2019

- KEY HOLDER DUTIES OF OPENING, CLOSING, AND BALANCING THE BRANCH CASH INVENTORY.
- LEAD A TEAM OF 7+ DIRECT REPORTS, GO-TO CONTACT PERSON FOR 5 INTERNAL DEPARTMENTS.
- OBTAINED LEADERSHIP ROLE IN BRANCH TEAM AND ATTENDED MONTHLY DEPARTMENT MEETINGS.
- ACCOMPLISHED THE 2017-2018 FISCAL STRATEGIC GOAL OF UNITS FOR THE FIRST TIME IN 5 YEARS

VOLUNTEERING:

LEAD MALE YOUTH & GOVERNMENT ADVISOR: 4 YEARS, ONGOING
PALO ALTO ROTARY CLUB MEMBER: 2019-2020

SKILLS:

- BILINGUAL (SPANISH SPEAKER)
- MICROSOFT OFFICE INCLUDING EXCEL AND ACCESS
- ADOBE PROGRAMS: PHOTOSHOP, PREMIER PRO AND AFTER EFFECT

HOBBIES INCLUDE, WATCHING BAY AREA SPORTS, TALKING ABOUT MOVIES WITH HIS FRIENDS, INDOOR CYCLING AND MAKING MEMES.

REFERENCES:

PATRICK KELLEY:
ASSOCIATE EXECUTIVE DIRECTOR
(619)895-0016

JON HIYAMA:
ASSOCIATE EXECUTIVE DIRECTOR
(415)310-2023

MELISSA KAGANOVKY:
SENIOR DIRECTOR: MEMBERSHIP & MARKETING
(805)535-5801

MARY VU:
MARKETING COMMUNICATION COORINATOR
(408)726-5399