

Ivan A. Diaz

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Visit www.ivanadiaz.com | *fluent in Spanish

Professional Objective

Searching for a challenging position with a technology-driven organization that encourages innovative thinking, recognition and career development. I would also love the opportunity to learn new skills to enhance my resume for a future data scientist role. I have used my current role as an independent consultant to test digital marketing & lead generation strategies to gain valuable insight while staying employed. I hold an IT degree specializing in business management solutions and have taken several additional courses that expose me to a future career as an analyst. I am passionate about working with people and building long lasting relationships that enhance my personal & family life.

Mortgage Sales & Marketing Summary

A reliable source for sound financial advice that merges Real Estate, Mortgage Financing and Credit disciplines. Ability to balance several roles that make up the sales development cycle and include but are not limited to online presence management of solutions2mortgage.com, social media & email marketing, lead generation through creative marketing & analytics to gauge efficiency, and loan fulfillment using CRM tools. Dedicated the last seven years to growing a personal book of business that includes over 1000 clients in CA and TX. Have built a personal brand where long term success will stem from organic growth and minimal supervision.

Retail Banking Management Summary

I am very passionate about leadership and am very proud about my experience helping dozens of individuals become Market & Regional Directors within the Finance Industry. Leadership experience includes current branch and area management of California territory, El Paso and Austin markets. Past experience includes retail management of Wells Fargo's 5th busiest branch in CA based on transactions and high profile Joint Venture between Northern CA's largest Builder/Wells Fargo. Ensured strong internal controls and created business development goals that increased wallet share among clientele. Risk management responsibilities included accuracy of P&L, loan economic reports and other financial statements.

Proud Management Achievements

- 2006 Highest Revenue Producing P&L - Wells Fargo Footprint (Annual)
- 2004 & 2005 Sales & Service Conference: WF Footprint – Top 1% Annually
- 2003 – 2006 Golden Coach: San Francisco Regional Awards (Quarterly)

Brief Employment History

Landmark Mortgage LLC	<i>Mortgage Banker</i>	May 2016–Present
Solutions2Mortgage	<i>Marketing & Lead Generation Development</i>	Jan 2010 - Present
Peoples Mortgage	<i>Mortgage Banker</i>	Oct 2014 – May 2016
Land Home Financial	<i>Mortgage Banker</i>	Dec 2011 – Sept 2014

Education & Project Experience Skills

I have a strong passion for lead generation techniques, data analysis and web development. I possess strong capabilities that include the following learned skills in a variety of personal, freelance and school projects including my <http://solutions2mortgage.com> resource page created for clients and referral sources.

- Data Analytics: Analytics tools and techniques to both structured and unstructured data, extracting info that the org can use for strategic decision making. Tools & techniques: R, Phstat, SAS
- Analytics Interpretation: Implement, capture and analyze the appropriate data/metrics, insights and competitive ratings to interpret website, social media and email marketing efficiency. Tools used: Google Analytics & AWS
- Content Management System: Resourceful ability to read & edit programming templates that include HTML, PHP, JS & CSS to customize web pages, access popular API's, and embed special features web pages.
- Database Fundamentals: Exposed to several classes introducing databased admin fundamentals & essentials for business managers who manage in data driving environments using SQL and PL/SQL.
- Digital Marketing: Extensive exposure to Social Media, Lead Generation & Email Marketing tools/techniques through my network of online accounts.
- Search Engine Optimization: extensive exposure to SEO tools that include Google Adwords, Console and other optimization best practices.

Education

2015 BS Business – Information Technology

Golden Gate University, San Francisco, CA