



THALÍA DIEDRICK

A dynamic digital marketing leader who drives revenue and executes successful strategic campaigns. Leveraging my expertise, I consistently maximize ROI and cultivate audience engagement, delivering tangible results. Committed to staying ahead of industry trends to ensure impactful contributions to business growth. My dedication to excellence in the digital marketing domain propels my ongoing growth and success. Committed to staying at the forefront of industry trends and innovations, I ensure my contributions remain valuable and impactful.

CONTACT

- 📞 954.260.8468
- ✉️ thaliadiedrick@gmail.com
- 🌐 [LinkedIn](#)
- 📍 15420 Gauntlet Hall Manor
Davie, Florida 33331

EDUCATION

University of Illinois

- Master's in Business Administration | Expected Graduation : Dec 2025

University of Central Florida

- Bachelor of Arts in Interdisciplinary Studies | 2021
- GPA: 4.0
- Recipient of President's Honor Roll for Six Consecutive Semesters

TECHNICAL SKILLS

- Digital Marketing Strategy
- Leadership
- Cross-Functional Collaboration
- Omnichannel Marketing
- Marketing Automation
- Content Marketing
- Data Analysis
- CSS/JAVA/API Development
- Search Engine Optimization (SEO)
- Pay-Per-Click Advertising
- Email Marketing
- Web Analytics
- Marketing Technology
- Market Research
- Brand Management
- Lead Generation
- E-commerce Marketing

REFERENCES

- Available on request.

PROFESSIONAL EXPERIENCE

GoTu - MIAMI, FLORIDA | DIRECTOR OF MARKETING OPERATIONS AND DEMAND GENERATION

May 2023 - Present

- Skillfully led cross-functional teams to optimize marketing operations, ensuring seamless collaboration between departments.
- Managed marketing automation platforms, CRM systems, and analytics tools, enhancing efficiency and campaign performance.
- Implemented data-driven decision-making processes to allocate budgets effectively and leverage marketing technology for improved ROI.
- Rebuilt our email domain reputation (53% inbox placement to 97%) and correctly configured DNS settings.
- Increased top-of-funnel conversion rates by 15% through A/B testing, copy optimization, and cross-departmental facilitation.

SPASURGE | SENIOR MARKETING AUTOMATION DEVELOPER (FREELANCE)

Jan 2023 - Feb 2024

- Utilized my extensive experience to design and execute intricate marketing automation workflows, resulting in consistent optimization of lead generation processes.
- Developed and maintained advanced marketing automation systems to enhance customer engagement and drive meaningful interactions.
- Collaborated with the SpaSurge team to identify opportunities for workflow improvements and efficiency enhancements.
- Ensured the seamless integration of various marketing tools and platforms to streamline processes and boost overall performance.
- Developed AI powered SMS chat bot that generated 120k in revenue over four weeks.

CARDONE TRAINING TECHNOLOGIES - AVENTURA, FLORIDA | CRM & MARKETING COMMUNICATIONS DIRECTOR

June 2022 - May 2023

- Created and implemented integrated marketing communication strategies that effectively engaged and resonated with target audiences.
- Leveraged CRM expertise to enhance customer relationships and drive loyalty by leveraging data-driven insights.
- Delivered marketing objectives and achieved desired results through strong leadership and cross-functional collaboration.
- Recovered a grand total of six million dollars in possible lost revenue in a given year through employing automated paid program revoking system.
- Continuously evaluated and refined communication strategies to adapt to evolving industry trends and maintain a competitive edge in the market.

ANGEL'S AUTO SPA & CAFE - MIAMI, FLORIDA | MARKETING PROJECT MANAGER

August 2017 - May 2022

- Provided time and budget-conscious marketing initiatives.
- Effectively collaborated with cross-functional teams and stakeholders, maintaining a cohesive approach to project execution.
- Managed complex projects efficiently from inception to completion and demonstrated excellent attention to detail.
- Conducted in-depth project analysis, identifying areas for optimization and efficiency improvement, and implementing changes as needed.
- Communicated regularly and clearly with all stakeholders to ensure project objectives were met.