

Diego Jimenez Urquiola

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PROFESSIONAL EXPERIENCE

University of Arkansas | Fayetteville, AR

September 2025 - Present

Content Creator UA Productions (Marketing and Communication)

- Drove **54% follower growth** and **1.4M+ impressions** in one semester through strategic content creation, performance analysis, and audience-focused storytelling
- Expanded audience reach by consistently attracting **majority non-follower engagement (76–90%)**, increasing brand visibility beyond the existing community
- Assisted in content scheduling, publishing, and engagement monitoring while ensuring alignment with institutional brand voice and reputation standards across Instagram and Facebook.

Elite Level | Santa Cruz, Bolivia

September 2025 - Present

Marketing Strategist & Content Lead

- Led end-to-end marketing strategy generating **312,500+ total views**, **43,300 reach**, and **4,400 interactions across digital platforms**
- Increased Instagram following from **600 to 1,133 (+89%)** through strategic content sequencing and audience targeting
- Drove **619** link clicks and directly contributed to **6 athlete signings**, connecting digital engagement to real revenue outcomes
- Monitored audience feedback, engagement patterns, and brand conversations to refine messaging and maintain strong brand positioning.
- Managed structured analytics dashboards and campaign reporting frameworks to support data-informed strategy adjustments.
- Coordinated athlete partnership content, including asset organization, publishing calendars, and performance reporting to ensure brand consistency and timely execution.

DATEC LATAM | La Paz, Bolivia

June 2025 - July 2025

Administrative Assistant Intern

- Supported administrative operations at one of Latin America's top tech companies.
- Coordinated executive calls, scheduled meetings, and assisted with event planning.
- Developed and proposed a corporate social responsibility plan focused on sustainability.
- Tracked inventory and managed operational data to improve internal processes.
- Organized reporting files using Microsoft Office and Google Workspace.

Sprout and Scale Marketing | Gillette, WY

Jan 2025 - May 2025

Marketing Intern

- Created and edited content using Canva and CapCut for various client brands.
- Conducted keyword research and content optimization to support foundational SEO strategy and improve campaign positioning.
- Streamlined publishing workflows using automation tools to improve efficiency and consistency

CERTIFICATIONS

HubSpot Academy | Online

Digital Marketing Certified | Valid: Mar 2025 - Apr 2026

HubSpot Academy | Online

Inbound Marketing Certified | Valid: Mar 2025 – Apr 2027

EDUCATION

University of Arkansas | Arkansas, USA | Expected: May, 2027

Bachelor of Science in Marketing, Sam M. Walton College of Business | Honors College | Dean's List | GPA: 3.8

Gillette College | Wyoming, USA | Graduated: May, 2025

Associate of Science in Business | Dean's list | President's list | GPA: 3.7

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

Student Ambassador | Gillette College |

Jan 2025 – May 2025

- Selected to represent the college in official events, campus tours, and student engagement initiatives. Demonstrated leadership by mentoring new and international students, fostering inclusion, and serving as a key liaison between students and administration.

SAKE | University of Arkansas |

Jan 2026 - Present

- Drive campus apparel sales while managing full-cycle customer service, including targeted email outreach, order fulfillment, packaging, and delivery route planning to ensure efficient and timely distribution.

McMillon Innovation Studio | University of Arkansas

Jan 2026 - Present

- Serve on the design team developing solutions to improve Slim Chickens' drive-thru experience using the design thinking process, conducting customer interviews, managing qualitative data, and leading ideation and prototyping initiatives.

HONORS & AWARDS

President’s Award Nominee | Gillette College, WY 2024 – 2025 Academic Year

- Nominated for one of the college’s most prestigious honors, recognizing exceptional students who demonstrate academic excellence, leadership, campus involvement, and service to the community.

NJCAA All – Academic Second Team | Gillette College, WY 2024 – 2025 Academic Year

- Awarded by the NJCAA for achieving a GPA between 3.80 and 3.99 while competing as a student-athlete in collegiate soccer.

SKILLS

- Social Media Platforms: Instagram, TikTok, Facebook
- Community Management & Engagement Monitoring
- Brand Reputation & Sentiment Awareness
- Analytics & Performance Reporting
- SEO Foundations & Keyword Research
- Content Scheduling & Asset Organization
- Canva | CapCut | Google Workspace | Microsoft Office
- Languages: English/Spanish