

# Diana Mora

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## Education

### CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA | SEPT 2015 – AUG 2020

- Bachelor of Science – Business Administration: Marketing Management
  - Concentration: Digital Marketing
- Bachelor of Science – Business Administration: Management & Human Resources
- Related Coursework: Consumer Behavior, E-Marketing, Mobile Marketing, Professional Selling, Promotional Strategies, Search Engine Optimization (SEO) Fundamentals, Marketing Analysis & Control

## Experience

### SENIOR PROJECT MANAGER | SELECT PALLET INC. | RIALTO, CA | JUNE 2014 – PRESENT

- Managed client accounts and observed marketing trends to increase brand awareness.
- Refined company resources, calendars, and conferences increased expediency by 90%.
- Spearheaded interactive daily status conferences between senior-level management and different company levels to communicate industry shifts.

## Leadership & Volunteer Work

### VICE PRESIDENT OF CHAPTER OPERATIONS | DELTA SIGMA PI, ETA CHI CHAPTER

- December 2018 – May 2019; Pomona, CA
- Organized the Chapter's Management Program standing, records, and reports daily to create a structure for future members.

### FOOTHILL LIEUTENANT GOVERNOR | CALIFORNIA – NEVADA – HAWAII DISTRICT OF CIRCLE K INTERNATIONAL

- March 2017 – March 2018; Los Angeles County, CA
- Created and coordinated multiple small to large-scale events that accommodate 20- 1000 people.
- Delegated and mentored 7 collegiate Circle K organizations consisting of 150+ members throughout LA on the organization's tenets.

## Projects

- Chino Valley Chamber of Commerce: Website Redesign, SEO Strategies Insights
- Cal Poly Pomona Alumni Association Mobile Application
- Marketing Plans: Chino Valley Chamber of Commerce, Everlane, Happy Lemon, Select Pallet

## Skills & Recognitions

### COMPUTER PROFICIENCY

- Adobe Creative Suite, Canva, Google Analytics 360, Google Workspace, Microsoft Office, Moz, SEMRush

### LANGUAGES

Full Fluency in Spanish, French