

# DALILAH JUAREZ

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## Professional Summary

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Advertising professional with 2+ years of experience in account management, social media strategy, and project coordination. Specializing in multicultural marketing with a research-first approach and a track record of moving campaigns from brief to execution in fast-paced agency environments.

## Professional Experience

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### Project Coordinator | Ghostlight Creative Sept. 2025-Present

- Manage project timelines, delegate tasks, and collaborate with client teams on print collateral, in-store initiatives, and website initiatives.
- Maintain live job history updated with key changes, prioritizations, and timelines across concurrent projects.

### Account Executive | Dieste Inc. Apr. 2024-Feb. 2025

- Coordinated cross-functional teams across seven video and still productions with unique requirements and complexities.
- Redesigned social tracking tools and helped develop creative briefs that streamlined internal and client efficiency.

### Account Strategist & Social Media Manager | SWOOP Agency Aug. 2023-May 2024

- Created and presented two integrated marketing plan books using MRI/Simmons, EBSCOhost, and Statista.
- Specialized in the Young, Multicultural, and Always Connected (YMAC) segment.

## Projects

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### Personal Branding Deck Mar. 2025-Present

- Created a powerful presentation based on data and anonymous survey responses to clearly demonstrate skills, abilities, and thought processes.
- Conducts an anonymous survey and utilizes secondary sources to support several claims.

### Violence Against Women and Girls Jan. 2024-Mar. 2024

- Bilingual content analysis of English and Spanish news articles along the U.S.–Mexico border examining media portrayal of gender-based violence.

### Research Proposal Jan. 2022-May 2022

- Semester-long research proposal examining deceptive social media tactics used by diet culture brands, supported by content analysis and secondary literature review.

## Education

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### Bachelor of Arts Double Major in Journalism with a Concentration in Advertising & Communication Studies May 2024

- University of North Texas

## Capabilities

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- **Certifications:** Microsoft Office Specialist Master | Citi Program Certification
- **Research Tools:** MRI/Simmons: CATALYST | Statista | EBSCOhost
- **Project Management:** ScreenDragon | Slack | Google Workspace
- **Core Competencies:** Multicultural Marketing | Consumer Insights | Campaign Strategy | Creative Briefing | Social Media Management | Qualitative Research