

Daniel Jaén

Director Assistant for the Florida State University
Center for Hispanic Marketing Communication and
Multicultural Marketing Student Association President



Portfolio

My Contact

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Education

Florida State University

**M.S. - Integrated Marketing
Communication (In Progress)**

**Certificates - Multicultural Marketing
Communication and Project
Management**

**B.S. - Commercial
Entrepreneurship (August 2021)**

Activities and Awards

Florida State University

- Collegiate Entrepreneurs' Organization, *Member (2019-2021)*
- Beta Theta Pi Fraternity, *Member*
- Hispanic Latino Leadership Institute, *Facilitator (2019-2022)*
- Juana Bordas Mentorship Program, *Mentor (2021)*
- Order of Omega Greek Honor Society, *Member (2021-Present)*
- Garnet and Gold Key Honorary Leadership Society, *Member (2021-Present)*
- Garnet and Gold Key Vires Award, *Recipient (2021)*
- Bright Futures Presidential Scholarship, *Four-year Recipient (2017-2021)*
- Hispanic Marketing Communication Leadership Scholarship, *Recipient (2022)*
- Multicultural Marketing Student Association, *Re-founder and President*

Skills

Languages Spanish, English, and French

Software and Databases MRI Simmons, Geoscape, DemographicsNow, Claritas, Qualtrics, Canva, and EMarketer Pro

Professional Summary

Highly motivated and hard-working team player with background in executing marketing communications. Consistently exhibits ability to lead important projects and deliver results. Special interest and market acumen in strategy, planning, and project management. Has further budgetary and financial literacy having controlled and monitored a \$6 million budget and conducted \$50,000 in reductions.

Relevant Experience

Center for Hispanic Marketing Communication, **Director Assistant** **05/22-Present**

- Oversee communications to Center's Board of Directors on the status of the \$1 million Korzenny Endowment; \$263,000 achieved to-date.
- Spearheading 2023 Multicultural Marketing Certificate and Minor marketing plan with a goal to increase enrollment by 88%.
- Coordinate University and Center leadership and the Center's Board of Directors key stakeholder meetings to achieve collective goal.
- Collaborate with team to design and implement marketing graphics to use for 3 organizations digital and social media marketing, outreach, and promotional initiatives

Graduate Account Planning Course, **Teaching Assistant** **05/22-Present**

- Develop instructional presentation designed to teach College of Communication and Information students usage of emerging online marketing technologies, such as MRI Simmons.
- Showcase to students the importance of information required for high-level target market analysis, including psychographic, demographic, geographic, and behavioristic data.
- Train future account planners with technical skills to ensure they can create unique business and market planning strategies.
- Demonstrate importance of target market analysis by outlining processes to ensure accurate and precise data, such as target market and target audience identification and profiling.

Beta Theta Pi Fraternity, **Vice President of Recruitment** **05/20-04/21**

- Coordinated with other executive and non-executive members to pinpoint areas of membership needs, such as leadership.
- Create an integrated marketing plan that implemented 7+ outreach initiatives to cultivate interest from potential members, boost information dissemination, and long-term organizational re-brand.
- Improved brand equity by teaching members to focus on cultivating interpersonal relationships with target audience and when marketing.
- Recruited 27 high impact persons, of which 50% assumed leadership roles, including Senior Class Council President, Board of Trustee member, Line Dance President, and IFC President.

Other Experiences

Garnet and Gold Key, Vice President of Programming **03/21-04/22**

Florida State University Campus Recreation Board, Chair **10/19 - 10/20**