

# MARIA I. DIAZ



Communication Strategy | Storytelling | Content | Copywriting


## PHONE


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## EMAIL

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## SOCIALS

 [@mariandjeian](#)

 [Maria Indjeian Diaz](#)

## BASED IN

Rotterdam,  
The Netherlands

## PROFILE

I support initiatives and organizations with strong social and environmental missions, including the protection of nature and wildlife, prioritizing learning, and cultivating personal development through storytelling and creative communication strategies. Whether through content creation, narrative development, or co-creating impactful event programs, I am excited about contributing to a healthier, more connected natural world and communities.

Driven by curiosity, I actively seek to deepen my knowledge and broaden my perspective on the diverse topics that shape our society. Building meaningful connections with new groups and individuals is powerful and fundamental to my work as a communicator—and invaluable to my own personal development.

## EDUCATION

2018-2020

### RESEARCH MSc SOCIOLOGY OF CULTURE, MEDIA & THE ARTS

Erasmus University Rotterdam / Rotterdam, NL

- Master Thesis: The Navigation of Awkwardness in Online Dating
- Exchange semester at the University of Sydney.

2015-2018

### BA EDUCATION AND SOCIOLOGY

Keele University / Stoke-on-Trent, UK

- First Class Honours
- The Ronnie Frankenberg Prize: Outstanding Undergraduate Dissertation in Sociology
- BA Thesis: Green Consumption: Politics, Identity and Ignorance in Mexico City

## SKILLS

### Languages

Native: English, Spanish, French  
B1: Dutch

### Additional Courses

Mezrab Storytelling School  
ELE Teaching Certificate  
(Spanish as Second Language)

### Interests & Personal Projects

Storytelling (Performance and writing)  
Journalism  
Photography  
Yoga, climbing

### IT

Adobe Illustrator, Lightroom, Photoshop, Premiere Pro  
Canva  
Google Workspace  
Slack  
Mailchimp  
Wix  
Wordpress

# EXPERIENCE

## CO-FOUNDER & COMMUNICATIONS / MARIA & PEPE

Mar 2023 - Present

- Concept design development of pop-up Mexican plant-based restaurant in Rotterdam. After costs and expenses are covered, all profits are donated to Heroes Campesinos; a Mexican organization that raises awareness of social and environmental injustices for Mexican farmers and artisans.
- Develops communication strategy and timeline. This involves social media and content management, press releases, and event program planning in line with plant-based values and with objectives to educate on Mexican culture and kitchen.
- Communicates and seeks opportunities with press and potential sponsors
- Website: <https://mariapepe.nl/> and social media: [@mariapepe.resto](https://www.instagram.com/mariapepe.resto)

## DIGITAL CONTENT CREATOR / AMERICAN SCHOOL OF THE HAGUE

Dec 2022 - Present

- Manages the school's social media channels and weekly newsletter
- Plans and coordinates a content-based campaign for the school's 70th anniversary
- Plans, creates and executes a content calendar where stories from school-wide stories are extracted and shared on channels: educational activities, social and community events, field trips, awards, performances and sports events.
- As part of the Engagement Office, collaborates in creation of marketing strategies focused on international student and parent journeys.

## CREATIVE COPYWRITER / ZIGZAG

Dec 2020 - January 2025

- Writes blog articles, social media copy, and straplines aiming to help inexperienced or new dog owners on their journey to overcome the daily struggles and frustrations that can come when adopting a dog for the first time.
- Directed at a UK audience, all content embraces a tone of voice balancing a unique combination of English humour, wit, empathy, and encouragement.
  - [Worming](#)
  - [Puppy Toilet Training](#)
  - [Crying at night](#)

## SOCIAL MEDIA COMMUNICATIONS CONSULTANT / VAN LEER FOUNDATION

Sept 2023 - April 2024

- Crafted a comprehensive strategy and curated engaging content for the launch of the organization's Instagram account.
- Developed and executed a dynamic social media content campaign for the annual publication Early Childhood Matters (2023), aiming for increased visibility and resonance within the target audience.
- Analyzed the web and social media evaluate the effectiveness of the publication launch, based on data analysis to inform strategic recommendations for future campaigns and initiatives.

## EXPERIENCE

### COMMUNICATIONS COORDINATOR / TREESISTANCE

Sep 2022- August 2023

- Created marketing and communication strategies and campaigns focused on different such as objectives such as building awareness, fundraising, donor acquisition, and donor retention.
- Planned a multi-channel content calendar to improve and grow the organization's online presence.
- Assisted in event planning and coordination.
- Produced and edited content for online and offline material including the website, social media, in-house journalism, flyers, presentations and webinars that adheres to the organization's tone of voice and their values. The audience for these materials ranges from donors, partner organizations and universities.

### INTERNAL & EXTERNAL COMMUNICATIONS PRODUCER / MASTER INSTITUTE OF VISUAL CULTURES (ST. JOOST)

Jan 2021- Nov 2022

- Responsible for the annual external communication pipeline and content coordination.
- Produced promotional offline and online content, for website, social media, flyers, webinars and events, disseminate curriculum activities with a focus on graduate arts research (at both master and doctoral level) to the wider art and design and education community, partner institutes and to broader non-academic audiences.
- Developed effective internal communication flows at the MIVC/St. Joost through internal community updates and in-house journalism
- Involved in the logistical aspects of public-facing events such as conferences, open days, recruitment webinars and virtual tours, exhibitions, and graduation shows

### SOCIAL MEDIA AND WEB CONTENT / MY MOM SAM

Jun 2021- Present

- My Mom Sam is a documentary in the making by House of Animals about the incredible individual behind the 1,5 billion pigs who are slaughtered worldwide each year.
- Edits and writes website content, campaigns, and product launches.
- Writes copy for the @mymomsam Instagram account
  - 'Ignorance is Bliss'
  - BBQ
  - Thanksgiving