

DIANA PINZON

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About me

I am a professional who implements AI solutions and process automation for companies. I leverage N8n and Zapier to create intelligent workflows that integrate CRM systems, lead generation tools, and administrative platforms, eliminating manual processes and driving operational efficiency. I help startups and technology companies implement scalable AI-powered solutions that transform business operations and enable teams to focus on strategic growth initiatives.

Relevant Experience

CFOPro LLC

Remote

Assistant Virtual & Automation Support

2024 - Currently

- Implementation of comprehensive automation workflows using N8n and Zapier to integrate CRM systems (ClickUp), lead generation tools (Apollo, LinkedIn Sales Navigator), and email platforms (SalesHandy), while executing automated LinkedIn outreach strategies that generate consistent qualified leads through systematic prospecting and follow-up sequences.
- Creation and optimization of automated email marketing campaigns with intelligent audience segmentation and custom scripts, improving response rates and reducing operational time in communication workflows.
- Implementation of comprehensive automation solutions using custom scripts and workflows for administrative processes, calendar management, and CRM coordination across international environments, increasing operational efficiency while ensuring seamless client communication and prospect follow-up across multiple time zones.
- Development of internal web applications using React, Astro, and Vite to support automation initiatives and enhance digital organization, providing centralized dashboards and resource access points that complement automated business processes.

Freelance

Copywriting & Personal Branding | 2024 – 2025

- Development of personal branding and digital communication strategies for technology professionals, leveraging automated content workflows and AI-powered tools to increase industry visibility and establish thought leadership positioning.
- Application of consumer psychology principles and data-driven communication techniques to create targeted messaging campaigns that drive audience engagement and improve conversion rates through strategic automation and personalization

Leadership

CLINICA Y SALUD

Tunja, Colombia

Leader in investigation

June - Currently

Member of the Clinical and Health Research Group specializing in data-driven research methodologies and quantitative analysis. Currently leading a comprehensive study on social media's impact on adolescent social skills, utilizing statistical analysis tools and research automation to manage large datasets. Responsible for project planning, cross-functional team coordination, and methodological oversight, applying systematic approaches to research design and execution that ensure data integrity and actionable insights.

Technical Skills

Automation & AI Tools: N8n, Zapier, Custom Scripts, Workflow Integration

Business Tools: ClickUp, LinkedIn Sales Navigator, Apollo, SalesHandy, HubSpot, Notion

Technical Skills: SQL, PowerBI, Pandas, GitHub, React, HTML

Soft Skills: Problem-solving, analytical thinking, adaptability, effective communication

Languages: English (intermediate)

Education

University pedagogical and technological of Colombia

Tunja, Colombia

Psychology

2022 - Currently

Relevant Coursework: Probability and statics, psychometrics, and organizational psychology