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

- Development of internal web applications using React, Astro, and Vite to support business operations, creating centralized dashboards and automated resource management systems that enhance team productivity and digital organization.
- Implementation of comprehensive automation workflows using N8n to integrate CRM systems (ClickUp), lead generation tools (Apollo, LinkedIn Sales Navigator), and email platforms (SalesHandy), eliminating manual processes and increasing operational efficiency across all business functions.
- Design and execution of automated LinkedIn outreach and cold email campaigns with intelligent segmentation and personalized messaging sequences, generating consistent qualified leads through systematic prospecting strategies and AI-powered content optimization.
- Creation and management of automated newsletter systems and email marketing campaigns with custom scripts and workflow automation, improving response rates and reducing operational time while maintaining consistent brand communication.

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, Lovable, Supabase, Workflow Integration

Business Tools: ClickUp, LinkedIn Sales Navigator, Apollo, SalesHandy, Instantly

Technical Skills: SQL, PowerBI, Pandas, GitHub, Python, React, Tailwind

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, behaviorism, and organizational psychology