Diana Lima

Los Angeles Metropolitan Area • diana.lima.o@outlook.com • (310) 876-6173

PROFESSIONAL SUMMARY

Creative and technical-minded Project Manager and Web Entrepreneur with a passion for human-centered product development. Currently leading **Webvex**, a solo-founded tech venture focused on web innovation and AI-powered tools. Background in behavioral science, web development, digital content, and startup execution. Skilled in agile workflows, automation, low-code tools, and user-first thinking.

PROFESSIONAL EXPERIENCE

Webvex | Remote | *Jan 2025 – Present* | Founder & Web Strategist

- Building a digital agency focused on customer-first web solutions, with ongoing development of workflows, tools, and client-facing assets. Leading all behind-the-scenes operations including CRM integration, service architecture, and process automation using HubSpot, Stripe, Mailchimp, Calendly, and Buffer.

- Drafting client onboarding pipelines, support documentation, and knowledge base resources to prepare for seamless customer experiences.Conducting market research and informal consultations to understand client needs and shape service offerings.

Kate Spade & Club Pilates | Torrance, CA | *2020 – 2023* | Sales Associate / Keyholder

- Delivered personalized service to high-volume clientele, strengthening brand loyalty. Managed inventory systems, daily operations, and cross-functional communication as Keyholder.

- Supported internal teams by maintaining organized records and driving sales through CRM tools and email outreach. Created and maintained a system to streamline appointment scheduling and client follow-ups.

Autism Learning Partners | Downey, CA | *2024– 2024*|ABA Therapist

- Used data tracking systems to monitor client progress and collaborated with cross-functional behavioral teams.

- Provided ongoing parent training and support — developing strong communication and problem-solving skills applicable to customer success roles.Ensure client satisfaction by adapting strategies and session planning for long-term growth

EDUCATION

Associate of Science in Computer Science, Pasadena City College, Pasadena, CA

SKILLS

Customer Relationship Management & Account Monitoring, Client Onboarding & Success Support, Sales Support & Administrative Tasks, Dashboard Creation & Reporting, Cross-functional Collaboration, CRM Platforms & Pipeline Management, Document Management & Contract Configuration, Data Analysis & Performance Reporting, Process Improvement & Problem-solving, Communication (Written & Verbal), Relationship Building & Client Relations, Quote Generation & Contract Support, Time Management & Multitasking, Attention to Detail, Team Collaboration & Adaptability, Bilingual (English & Spanish), Microsoft Office Suite, HubSpot, Mailchimp, Stripe, Buffer, Jira, Calendly, AI-Powered Productivity Tools (ChatGPT, Claude)