



# Diana Von Burg

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San Jose, California, United States |  dianagvonburg@gmail.com |  (669) 288-1628

## SUMMARY

Creative content and presentation specialist with expertise in instructional video production, Keynote design, and prototype documentation. Experienced in data collection, participant training, and storytelling that translates complex concepts into clear, engaging narratives. Known for collaboration, adaptability, and attention to detail. Proficient in Adobe Creative Suite, video editing tools, and Keynote. Native Spanish speaker, fluent in English, with a degree in Industrial Engineering.

## EXPERIENCE

### Data Collection Moderator | Instructional Video & Keynote Specialist

INSPYR Solutions (@Apple) · Contract · San Jose, CA | Mar 2025 – Present

- Created instructional videos, process documentation, and Keynote presentations to clearly communicate prototype features and study results.
- Collaborated cross-functionally with designers, engineers, and researchers, translating technical information into user-friendly content.
- Facilitated participant training and prototype studies with strong communication, adaptability, and leadership.
- Delivered high-quality, detail-oriented outputs, reviewing layouts, visuals, and reports for accuracy and consistency.

### Marketing & Social Media Manager

Modular Remodeling & Design · San Jose, CA | May 2023 – Jan 2024

- Traveled across the Bay Area to collect and document project data through high-quality photography and reporting.
- Produced promotional visuals (photos, videos, graphics) to support remodeling campaigns.
- Increased social media engagement by 50% through strategic content planning.
- Ensured consistent branding while managing multiple projects under tight deadlines.

### Social Media Manager

Anarchist Wine · Napa Valley, CA | Jan 2022 – Jul 2023

- Managed and grew social media accounts by 50%, strengthening brand visibility and sales.
- Captured and produced high-quality product and staff photography aligned with seasonal

marketing campaigns.

- Partnered with marketing teams to execute promotional campaigns, boosting online wine sales.

### **Content Creator**

YouTube Channel · San Jose, CA | Nov 2020 – Mar 2025

- Built a YouTube channel with 14,000+ subscribers and 1M+ views by producing bilingual (Spanish & English) content.
- Scripted, filmed, and edited 100+ videos, enhancing viewer engagement through strong storytelling and design.

### **EDUCATION**

B.S. Industrial Engineering – Fundación Universitaria de Popayán, Colombia

### **SKILLS**

Hard Skills: Keynote, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Acrobat), Premiere Pro, DaVinci Resolve, Final Cut Pro, CapCut, Autodesk Inventor, Rhino, Siemens NX, 3D Modeling, Data Collection, Photography, Documentation.

Soft Skills: Creative Storytelling, Attention to Detail & Quality Control, Cross-Functional Collaboration, Communication, Adaptability, Problem-Solving, Leadership, Process Improvement.

Languages: Spanish (Native), English (Fluent).