

HELLO MY NAME IS

DIVA HURTADO



786 - 218 - 2075



DIVAMHURTADO@GMAIL.COM



DIVAMELANI



GITHUB.COM/DIVAMELA



DIVAHURTADO.COM

EXPERIENCE

MAILCHIMP - MARKETING INTERN (JAN - MAY 2015)

- CONTRIBUTED TO THE DEVELOPMENT OF MAILCHIMP'S INTERNATIONAL MARKETING STRATEGY BY ASSEMBLING A 35-PAGE REPORT ON THE EMAIL SERVICE PROVIDER MARKET
- ANALYZED PAST INTERNATIONAL MARKETING BUDGET TO IDENTIFY KEY TRENDS AND SPENDING IN DIFFERENT REGIONAL MARKETS AND ITS EFFECT ON SUBSCRIPTION RATES IN THAT AREA
- CONSTRUCTED A GO-TO-MARKET STRATEGY FOR THE MAILCHIMP API RELEASE INCLUDING SCHEDULING PUBLIC AND PRIVATE BETA TESTING AND IDENTIFYING PLATFORMS FOR RELEASE

CLOUDSCALING - PROJECT MANAGEMENT INTERN (JUL - NOV 2014)

- REDESIGNED AND RESTRUCTURED ENTERPRISE PARTNER CONTRACTS AND CLOUD DEPLOYMENT DOCUMENTATION IN ORDER TO PROVIDE A COHESIVE FLOW OF INFORMATION
- MANAGED CLOUD CONSTRUCTION AND DEPLOYMENT FOR A KEY ENTERPRISE CUSTOMER FROM START TO FINISH INCLUDING USER RESEARCH, ITERATION AND PRODUCT CUSTOMIZATION
- BUILT A COMPANY WIDE SET OF WIKI PAGES TO RECORD AND CODIFY COMPANY OPERATIONS, BEST PRACTICES AND KEY DEADLINES
- MANAGED A MIX OF REMOTE AND ON SIGHT TEAM MEMBER
- COORDINATED REGULAR WORK MEETINGS, PRODUCT ITERATION SESSIONS AND STATUS MEETINGS WITH CUSTOMERS, EMPLOYEES AND PARTNERS

HACKFSU - FOUNDER AND DIRECTOR (AUG 2013 - MAY 2014)

- LEAD A LOCAL TEAM OF 20 AND NATIONAL TEAM OF 40 TO TRANSFORM A CREATIVE VISION FOR A 24-HOUR REGIONAL INNOVATION COMPETITION TO EXECUTION
- NEGOTIATED SPONSORSHIPS WITH TECH COMPANIES ACROSS THE U.S. TO MEET A \$10K BUDGET AND MANAGED BUDGET TO EXECUTE THE EVENT
- MANAGED STAFF AND VENDORS FOR A 24-HOUR EVENT WITH OVER 200 PEOPLE FROM 10 DIFFERENT UNIVERSITIES

HACKATHONS ATTENDED

- LINCOLN LABS
- MHACKS 3
- MHACKS 4
- VTHACKS
- BATTLEHACKS
- HACKFSU
- HACKDUKE
- HACKGT
- UHACKS
- HACKNC
- LOCAL HACK DAY

FOR EACH OUT OF STATE HACKATHON COORDINATED FUNDING AND FILLING BUSES SO STUDENTS COULD ATTEND FOR FREE

SKILLS

Email Marketing

JIRA

HTML/CSS

Adobe Illustrator CS6

Event Planning

Gant Charts

EDUCATION

FLORIDA STATE UNIVERSITY
MAJOR: INTERNATIONAL AFFAIRS
CLASS OF 2015