

HELLO MY NAME IS

DIVA HURTADO

SUMMARY

PRODUCT MANAGER WITH INTERDISCIPLINARY EXPERIENCE TIED TOGETHER WITH LEADERSHIP AND DIRECTION TO IMPROVE PRODUCTS TO BE MORE EFFICIENT. PASSION FOR CREATING PROCESSES TO STREAMLINE SUCCESS.

SKILLS

Adobe Illustrator CS6

Wireframing

HTML/CSS

Email Marketing

Prototyping

JIRA

EDUCATION

FLORIDA STATE UNIVERSITY
MAJOR: INTERNATIONAL AFFAIRS
CLASS OF 2015

CONTACT



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EXPERIENCE

MAESTRO CONFERENCE -PRODUCT MANAGER (OCT 2015-)

STARTING WITH A 5 MINUTE MP3 FROM THE CEO DICTATING THE IDEAS FOR THE FEATURE, I GATHERED UP REQUIREMENTS ON PAPER AND QUICKLY TRANSFORMED VISION TO WORKING SPECIFICATIONS. WORK ALSO INCLUDED.

- RESEARCHING OTHER COMPANIES WITH VOTING SYSTEMS TO LEARN BENEFITS AND SHORTFALLS
- WRITING SPECIFICATIONS FOR ENGINEERS TO REVIEW AND BUILD OUT NEW FEATURES.
- DESIGNING WIREFRAMES TO CONVEY VOTING PARADIGM AND USERFLOW.

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