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

786 - 218 - 2075

DIVAMHURTADO@GMAIL.COM

GITHUB.COM/DIVAMELA

DIVAHURTADO.COM

EXPERIENCE

MAESTRO CONFERENCE - CONTRACT PRODUCT MANAGER (NOV 2015-)

- STUDY EXISTING PRODUCT AND IDEATE IMPROVEMENTS IN DESIGN, USABILITY, AND FUNCTION
- CREATE WIREFRAMES AND PRESENT THEM TO PRODUCT TEAM

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)

- CREATION AND MANAGEMENT OF ORGANIZATIONAL GOALS TO MANAGE SCOPE.
- NEGOTIATED SPONSORSHIPS TO ARRIVE AT 10K BUDGET FOR A 24 HOUR EVENT WITH 200 PEOPLE FROM 10 DIFFERENT UNIVERSITIES
- CREATED A TEAM OF MOBILE DEVELOPERS AND DESIGNERS TO CREATE ANDROID AND IOS APPS TO DISPLAY EVENT UPDATES, ITINERARY, AND TO LINK MENTORS WITH HACKERS AT EVENT.
- WRITING PROPER DOCUMENTATION OF PROCESSES TO ENSURE FUTURE GROWTH.