

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 - 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.