

Diana Guerrero

Long Island, NY

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EDUCATION

Farmingdale State College, The State University of New York

Farmingdale, NY

Bachelor of Science in Computer Programming and Information Systems

May 2021

Concentration: Programming

- Overall GPA: 3.16, Major GPA: 3.44

PROFESSIONAL CERTIFICATIONS

Google Data Analytics Certification

Coursera

Skills: Google Analytics, Agile Methodologies, Data Analysis, Data Cleaning, Spreadsheets, Tableau, Python, R, SQL

April 2023

TECHNOLOGY

- *Programming Languages:* SQL, C++, C#(.NET Core), Java, C, HTML5/CSS3, Python, JSON, UNIX, Perl, Swift, JavaScript
- *DBMS & IDE Tools:* Microsoft Visual Studio, MS SQL Server, GitHub, NetBeans, Notepad++, XCode, Putty, Sublime
- *Office Tools:* Microsoft Office Suite (Access, Word, Excel, PowerPoint), Oracle
- *Web Hosting Tools:* WordPress, Bluehost, Google My Business, Google Ads, Facebook Ads

WORK EXPERIENCE

East Shore Anesthesia

Melville, NY

Marketing Analyst

June 2021 - Current

- Build and utilize the monitoring frameworks that capture metrics and track interactions for data quality and performance through Google Analytics and Google My Business
- Collaborate with different departments and stakeholders to use data to help solve issues and contribute original analysis
- Create email campaigns and conversion experiments to increase the performance of collected inquiries and boost lead generation
- Developed and implemented SEO strategies including creating SEO optimized content, and researching keywords and search engine rankings

XX Coders

Wyandanch, NY

Social Media Coordinator

June 2019 - Current

- Designed, developed, and maintained XX Coders website and search engine optimization using Bluehost and WordPress
- Manage a user guide to help visitors understand website features and management of website to increase user engagement
- Led social media campaigns and six fundraisers, including writing posts and managed follower engagement
- Created 100+ posts on social media platforms to captivate 200+ following through content generation

XX Coders

Wyandanch, NY

Coding Instructor

June 2019 - Current

- Develop weekly lesson plans, instructional materials and coding projects to ensure that every student understands and has a thorough knowledge of the subject during XX Coders Summer Camp & In-School Program
- Create curriculum for teaching Python, Java, SQL, HTML/CSS, and JavaScript programming with the goal of creating web accessible coding activities
- Instructed and participated in the development and delivery of provider educational materials related to coding

Farmingdale State College

Farmingdale, NY

Computer Lab Assistant

January 2019 - May 2019

- Assisted students in the completion of their work activities in the computer lab
- Provide computer lab users with assistance on any software or hardware issues
- Maintained computer lab to ensure availability of equipment and programs to enhance the instructional programs

LEADERSHIP AND ACTIVITIES

Supporting Women in Computing, Club Member

August 2020 - May 2021

- Worked closely with a group of peers to create a network of thirty women in computing on campus
- Organized and presented three workshops for students' part of business and computing majors
- Mentored incoming freshman and sophomores who were in computing to provide guidance on challenging classes and experiences on campus

SKILLS

- Experience writing task automation and data processing scripts
- Languages: Native English; Native Spanish, Beginner fluency in French
- Solid background in managing interactive elements of websites to create a fulfilling user experience based upon client guidelines
- Advanced skill in social media (Facebook, LinkedIn, Slack, Teams, YouTube, Instagram)