

DIANA ARTEAGA

WRITER | UX ENTHUSIAST

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Passionate about helping and delighting users.

Love working cross-functionally in fast-paced companies. 😊

WORK EXPERIENCE

EDUCATION

University of California, Berkeley
August 2013 - August 2017
Bachelor of Arts, Sociology
High Distinction in General Scholarship

**Pontifical Catholic University of
Rio de Janeiro**
August 16 - July 17
Year Immersion Exchange in Brazil

University of Lisbon
August 16
Summer Exchange in Portugal

University of Cordoba
February 15 - May 15
Semester Exchange in Spain

LANGUAGE SKILLS

Native English
Conversational Spanish
Conversational Portuguese

VALUES

User feedback
Growth mindset
Open collaboration
Empathy

AWARDS

2018, Global Student Leadership Summit
Representative
Diversity Abroad
2014 & 2016, Leadership Award
Cal Alumni Association

Copywriter & Content Editor - Freelance

June 2018 - present (Remote)

- Write copy for marketing assets like landing pages, blog posts and emails
- Compiled, edited and launched Clearbrain's 150-page Growth Playbook, resulting in 1800+ sign-ups in 48 hours

True Ventures Marketing Fellow - Helpshift

Helpshift is an AI-powered customer service platform.

September 2017 - May 2018 (San Francisco)

- Collaborated with Customer Success team to create best practices content
- Managed entire Net Promoter Score survey process, from creating the survey to articulating user wants and needs to key stakeholders
- Created company's first top-of-funnel lead nurturing email campaign, influencing more than \$600,000 in revenue
- Wrote copy for landing pages and emails to reach inbound marketing goals
- Tested marketing emails to ensure 20,000+ subscribers had the best brand experience possible

Overseas Ambassador - Diversity Abroad

Diversity Abroad connects diverse students with international opportunities.

July 2016 - January 2017 (Remote)

- Communicated platform bugs to key stakeholders
- Identified opportunities to improve the online community platform
- Created content to promote international opportunities to college students from underrepresented backgrounds

Co-founder - FEM Tech Berkeley

FEM Tech connects college women with resources to break into the tech industry.

September 2015 - June 2016 (Berkeley)

- Built Berkeley's first diversity-focused tech club open to all majors
- Planned events for underrepresented students in technology and entrepreneurship
- Awarded "Best Event of the Year" for Girls in Tech partnership event

Ambassador - BeVisible Latinx

BeVisible connects Latinx talent to career advancement opportunities.

September 2015 - June 2016 (Remote)

- Connected Latina millennials to a networking platform to find opportunities
- Managed entire user research process, from recruiting participants to testing and analyzing the results