

DIANA CRICIEN

(b) (6)

PROFESSIONAL EXPERIENCE

Florida Coordinated Campaign

Orlando, FL

Deputy Data Director

July 2020 - Present

- Manage team of six regional data leads, delegate projects while ensuring accuracy and timely project delivery
- Coordinate and lead internal trainings to support 300+ field organizers
- Create reports, trackers and analyses used by senior leadership to guide strategy

Organizing Together 2020

Fort Lauderdale, FL

Deputy Data Director

March 2020 - July 2020

- Assisted with coordination of daily data operations to support 100+ field staff
- Created and managed daily reporting and data visualizations for field staff and senior leadership
- Trained and supported organizing staff on VAN/Votebuilder and other data tools; developed training materials to support organizing staff with use of data tools

Mayborn Group

Stamford, CT

Senior Trade Marketing Analyst

February 2019 - December 2019

- Developed go-to-market strategy based on competitive analysis, cannibalization analysis, and pricing analysis for key accounts such as Walmart, Target, and Amazon
- Created sales decks for key customers, resulting in expanded distribution of existing portfolio and new item distribution, generating \$4MM+ in revenue
- Created and managed Excel based trackers leveraging e-commerce sales data and syndicated point of sale data

Kantar Consulting

Norwalk, CT

Senior Analyst

February 2017 - January 2019

- Managed product portfolio optimization and developed business insights for Fortune 500 clients in the Consumer Packaged Goods industry
- Designed predictive, multivariate regression models built on primary research & syndicated point of sale data
- Conducted in-person and online trainings for category and trade marketing teams in the U.S. and Latam

Amherst College Loeb Center for Career Exploration and Planning

Amherst, MA

Public Relations and Marketing Intern

September 2014 - December 2016

- Managed content for weekly student newsletter and developed marketing strategies aiming to promote on-campus recruiting opportunities
- Assisted in cultivating employer relationships through hosting five information sessions per week, resulting in 28% YoY increase in on-campus employer attendance

Center for American Progress

Washington D.C.

Media Intern

June 2016 - August 2016

- Created original content and managed Spanish language social media accounts, growing follower base by 7%
- Translated articles, press releases, and advisories for publication in order to deliver the organizations' policy priorities to Spanish language media outlets
- Prepared talking points for expert media appearances in networks including Telemundo and Univision

EDUCATION

Amherst College

Amherst, MA

Bachelor of Arts in Spanish, Distinction

December 2016

SKILLS

Language: Spanish (fluent), English (fluent)

Computer: Advanced proficiency in Microsoft Office Suite, SQL, Google Data Studio, Avid Interplay

Hobbies: Salsa Dancing, Deep Sea Fishing, Golden State Warriors Fan