



# DIANA LORENA PULIDO

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## Links

[Europass CV](#)  
[www.dianapulido.com](http://www.dianapulido.com)  
[My Portfolio](#)  
[LinkedIn](#)

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## Skills

- Microsoft Office
  - Social Media Platforms
  - Content Management Systems
  - Content Creation Systems
  - Writing & Communication Skills
  - Attention to Detail
  - Ability to work in a Team
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## PROFILE

Created diverse writing pieces and edited articles and communication pieces. My learning process in the Digital Marketing Course has taught me the steps, tools and ways to conduct marketing campaigns and shape strategies to connect brands to people.

## EXPERIENCE

### **Social Media Manager, Peach Pocket; Applwoods Spa & Salon, Weston, Fl. — 2023-Present**

- Managed content creation and publication process, ensuring timely and accurate delivery of content.
- Developed and implemented a social media strategy that increased followers.
- Created visuals and multimedia content to enhance user experience and improve engagement.

### **Editor/Journalist, Las2Orillas Magazine, Bogotá, Col — 2022**

- Las2Orillas needed streamlined editing and compelling, accurate stories in its "Nota Ciudadana" section in a high-paced publishing environment to engage readers and maintain credibility.
- Edited and enhanced content in "Nota Ciudadana," revising and copy-editing opinion pieces, conducting thorough fact-checking, and interviewing sources to add depth and context. Developed video content to spotlight essential stories, expanding engagement through multimedia storytelling.
- Achieved consistently high-quality content that resonated with Las2Orillas' readers, enhanced readership engagement in the section, and increased viewer retention through integrated video storytelling.

### **Editor/Journalist, Club El Nogal, Bogotá, Col — 2017-2021**

- High-quality, engaging monthly magazine for its members, showcasing club events, culture, and community highlights while maintaining consistency and editorial standards.
- Edited the magazine each month to ensure content quality, proposed relevant article topics in editorial meetings, and wrote captivating cultural

## Certificate Digital Marketing 2024

Developed expertise in crafting compelling content aligned with brand guidelines, leveraging SEO practices, and distributing it across multiple digital channels to increase engagement and brand visibility.

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and gastronomic pieces. Conducted in-depth interviews with prominent members to develop profiles and feature articles, adding a personal touch to the publication. Additionally, copy-edited communications for the club's Communications and Publicity department to uphold clarity and brand tone.

- Produced a polished, cohesive magazine that resonated with members, fostering a deeper connection to the club community. Enhanced engagement with rich, insightful content and profiles, strengthening the magazine's role as a valuable, enjoyable resource for club members.

## PROJECTS

### Career Foundry, Online Course, US 2024

**Green Gatherings:** Gained proficiency in designing and executing email marketing strategies, from creating email courses to driving conversions through personalized messaging and strategic segmentation.

**One Health:** Learned to create, manage, and optimize organic and paid social media campaigns, focusing on audience engagement and performance metrics, particularly through channels like Facebook and Google Search.

## EDUCATION

### Universidad Central, Bogotá, Col — Communications and Journalism, BA 2016

Graduated with high honours. Communications and Journalism degree.