

Diana Cortes

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Professional Experience

Growth Manager-RevOps | Toucan

Aug. 2021 - March 2024

- Developed and maintained reporting systems and dashboards using SQL and BigQuery, delivering actionable insights to senior leadership and supporting GTM decision-making in real time
- Identified and implemented new intent signals based on company behavior, powering targeted outreach and campaign triggers that improved outbound conversion by 15%
- Created and executed outbound campaigns for segmented audiences across the US and EMEA
- Increased email engagement rates by 27% through A/B testing of subject lines and content, improving lead conversion
- Optimized pipeline efficiency by 32% through scalable automations using n8n(webhooks and API integrations), Make, and Clay, reducing manual workload for SDR and Marketing Ops teams
- Integrated GTM systems (Salesforce, HubSpot, enrichment tools, Salesloft) to streamline lead routing, enable real-time tracking, and improve collaboration across Sales, Marketing, and Success
- Led onboarding and use of AI-powered tools for campaign personalization and enrichment, enabling smarter and more scalable GTM engagement
- Designed, documented, and maintained GTM automations across tools like Salesforce, HubSpot, and Clay enabling rapid troubleshooting, seamless adoption, and consistent scalability across teams
- Drove funnel optimization initiatives in collaboration with Sales and Marketing Leadership, resulting in improved lead quality and lifecycle engagement
- Contributed to a culture of speed, transparency, and innovation by championing experimentation, continuous testing, and customer-centric process improvements

Founder/Digital Marketing | Brentwood Transmissions

Oct. 2019 - April 2021

- Leveraged data-driven insights (Google Analytics) to enhance customer retention, leading to 18% retention improvement
- Managed performance marketing campaigns on Google Ads and Meta, optimizing for ROI and targeted audience conversion
- Identified and implemented growth levers such as discounts and rewards programs
- Created new revenue source in the creation of fleet accounts

- Implemented marketing campaigns, achieving a 55% increase in conversion rates

Business Manager | Home Furniture Outlet

Oct. 2017 - Sept. 2019

- Produced and maintained extensive financial monthly reports by gathering, compiling, analyzing and interpreting data
- Reviewed and evaluated monthly KPI achievement and produced end of month spreadsheet
- Provided customer service in all phases of the sales process, from initial greeting, product selection, and financial transactions
- Engaged customers through product features and sales promotions utilizing recently implemented Facebook page, and media advertising

Education

emlyon business school

MSc in Digital Marketing & Data Science

Toulouse School of Management

International Management, Study Abroad

University of the Pacific

Bachelor of Science, Business Administration

Technical Skills

- SQL, Python
- Make, n8n, Clay
- Tableau, Power BI
- Toucan, HubSpot
- Salesforce, SalesLoft, Airtable

Languages

- English - Native
- Spanish - Native
- French - B2