

# Diana E. Cruz

## SAGE SCHOLAR

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### EDUCATION

**University of California, Berkeley**

*College of Letters and Science*

Bachelor of Arts in Mass Communications and Sociology (Double Major), May 2010

### RELATED COURSEWORK

Introduction to the Principals of Professional Communication. Professional and Career Development.  
Introduction to Mass Communications. Evaluation of Evidence.

### EXPERIENCE

**The Maynard Institute for Journalism Education**, Oakland, California

*Marketing Intern* (June 2008- August 2008). Created e-newsletters, invitations and flyers to promote Maynard's 30<sup>th</sup> Anniversary. Conducted investigative research on the employment of underrepresented groups in the news media. Created and monitored social media accounts to increase the institution's online presence. Developed content for marketing material and Maynard's new website. Called Maynard supporters and secured over \$1000 in donations.

**UC Berkeley Calling Center**, Berkeley California

*Student Caller* (December 2007- January 2008). Called UCB Alumni in fundraising campaign obtaining over \$300 in contributions for student services in the first two weeks of employment, resulting in being promoted to a higher-end calling list. Talked to prospective donors about the need for student services. Answered questions about how donor contributions would directly impact UCB students. Experimented with ways in marketing the university to generate additional donations.

**As Seen on TV/ Unique Products**, Hayward, California

*Sales Clerk* (December 2007- January 2008). Initiated conversations with customers about store products, explained their benefits and answered question regarding their functions. Arranged product displays to highlight featured items.

### LEADERSHIP ACTIVITIES

**Raza Recruitment and Retention Center**, University of California, Berkeley

*Active Member* (September 2006- Present). Facilitated workshops for 30-50 prospective students in recruitment events such as Raza Day and Senior Weekend. Delivered presentations on topics like college entrance requirements, college life, and financial aid to over 500 middle school and high school students throughout the year. Advised and mentored high school students weekly on the college application process through a RAZA sub program, Helping Youth Pursue Higher Education Early (H.Y.P.E.E.)

**Cal Opportunity Scholar's Association**, University of California, Berkeley

*Academic Vice President* (August 2008- Present). E-mailed and talked to 200 scholarship recipients to encouraged them to take advantage of available academic opportunities. Called, e-mailed and met with campus resource representatives to organize workshops, such as Resume Building, and study session events that assisted scholars in their academic and professional careers.

### SKILLS

**Computer:** Microsoft Word, Office Suite and Internet on PC and Mac OSX; Basic Adobe Illustrator and Adobe Photoshop, Constant Contact (e-mail marketing program)

**Languages:** Spanish (oral proficiency)