

Diana E. Cruz

SAGE SCHOLAR

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

EXPERIENCE

ROME REPORTS, Rome, Italy

Marketing Intern (October 2009- November 2009). Developed marketing text, promoting ROME REPORTS' new "Breaking News" campaign to the United States. Conducted extensive market research and selected appropriate American TV networks that received information about "Breaking News." Developed text and design for company profile handout that will be used for promotional and informational purposes. Brainstormed ideas with Marketing Director for ROME REPORTS' company brand and image.

Kaiser Permanente- Information Technology Compliance, Oakland, California

Project Intern (June 2009- August 2009). Conducted auditing in San Francisco Kaiser Hospital for the Payment Card Industry Data Security Standard. Assisted in the coordination of on-site and offsite departmental meetings/events. Designed and distributed online surveys to analyze departmental feedback and improve future events. Prepared PowerPoint presentations on job satisfaction feedback, ITC meeting material and July's departmental meeting initiating activity.

The Maynard Institute for Journalism Education, Oakland, California

Marketing Intern (June 2008- August 2008). Created e-newsletters, invitations and flyers to promote Maynard's 30th 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 securing donations for Maynard's 30th Anniversary campaign.

LEADERSHIP ACTIVITIES

Raza Recruitment and Retention Center, University of California, Berkeley

Active Member (September 2006- Present). Facilitated presentations on topics such as college entrance requirements, college life, and financial aid to over 500 middle school and high school students throughout the years. 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- May 2009). E-mailed and talked to 200 scholarship recipients to encourage 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 Photoshop, Constant Contact (e-mail marketing program), Survey Monkey (survey design tool)

Languages: Spanish (oral proficiency); Conversational Italian