

# Hey There! I'm Diana Pasquel



Creative Strategy and Product Leader with a background in strategic advertising and public relations, and hands-on experience across digital strategy, paid media, and creative direction. I have worked across industries such as media, AI, fashion, beauty, extreme sports, and financial services, which has strengthened my ability to adapt quickly and operate in diverse contexts. My profile combines analytical thinking, creativity, and product-focused strategy to turn complex challenges into clear, user-centered digital solutions.

- Product Design
- Social Media
- Ads

## Education

**Master's degree in Strategic Planning in Advertising and Public Relations**  
Universitat Autònoma de Barcelona  
2022-2023

**Postgraduate Course in Strategic Communication and Digital marketing**  
Universidad Santiago de Cali  
2020-2020

**Bachelor of Arts in Advertising**  
Universidad Santiago de Cali  
2016-2020

**Technology in Multimedia Design and integration**  
SENA  
2013-2015

## Complementary education

**UX Design Professional Certification**  
Microsoft  
2025

**Digital Ad**  
LinkedIn Ads | X Ads  
Snapchat Ads | TikTok Ads | Meta Ads  
Aleph Digital Ad Expert  
2024

**Google Ads Search Certification**  
Google  
2023

**Google Ads Display Certification**  
Google  
2023

## Experience

Recent

**Creative Strategy Director**  
Samprand  
2023-2026

### Responsibilities:

- Led end-to-end creative and product strategies for digital brands, SaaS platforms, and tech-driven products.
- Collaborated closely with engineering, design, and data teams to define scalable product architectures and roadmaps.
- Drove prioritization decisions, feature definition, and validation through research insights and performance signals.
- Acted as product strategy lead in stakeholder alignment, workshops, and executive decision-making.

**Tools:** Figma, Jira, Notion, Miro, Weavy, higgsfield, Google Analytics, ChatGPT, AI-assisted research tools, Google Workspace, Adobe Creative Suite, Meta Ads Manager, Google Ads.

**Achievements:** Led the redesign of five mobile apps for Minnesota Public Radio (MPR), driving user research and UX strategy to unify platforms, improve content discovery, and increase user engagement across a large-scale U.S. media ecosystem.

**Social Media Manager**  
Xielo Skydive  
2022-2023

### Responsibilities:

- Develop and implement a comprehensive social media strategy aligned with business objectives and brand messaging.
- Launch, monitor, optimize, and report on all paid marketing channels to maximize ROI and scale campaigns.
- Stay updated on social media trends, best practices, and algorithm updates to adjust strategies accordingly.
- Lead a creative team in creating engaging and high-converting content.
- Develop influencer campaign strategies from research to coordination and reporting.

**Tools:** Slack, FreshSales, Meta Business Suite, Google Ads, Google Analytics, SproutSocial, AnswerThePublic, Google Trends.

**Achievements:** Designed CRM strategy and processes to optimize sales team performance.

## Experience

Full time

**Creative**  
Geometry//VMLY&R  
2021-2022

### Responsibilities:

- Work closely with the art director and creative director to ideate and execute brand materials.
- Conceptualize, develop, and build various creative assets to support product and marketing initiatives.
- Apply conceptual brand design and localize global brand guidelines.
- Collaborate with marketers and copywriters to bring visual ideas to life.
- Work with brands such as Colgate, Ajax, Palmolive Naturals, Axion, Protex, Fabuloso, Suavitel.

**Tools:** Photoshop, Illustrator, Xd, Figma, After Effects, Premiere Pro, Microsoft 365

**Achievements:** Participation in the creation of a creative concept and development of the key visual for the launch of a new product from the Colgate brand in Central America.

**Marketing Department Coordinator**  
Urk Up  
2020-2021

### Responsibilities:

- Design of the digital and printed advertising material requested by the Manager, in compliance with the schedule established by URK UP.
- Web and digital design.
- Administration of the company's social networks in terms of: publications, stories, copies and hashtags, message management, report and analysis of metrics.
- Administration and updating of the company website.
- Design and implementation of digital advertising strategies and guidelines.
- Provide support to the Commercial and Marketing Department in the joint realization and implementation of advertising strategies and design of advertising material.
- Define, measure and carry out the tasks of the key performance indicators or KPI's of the company.
- Represent URK UP in congresses, fairs and events that promote the name of URK UP and contribute to the internationalization of its products and the search for new clients or markets.

**Tools:** Slack, Asana, Wordpress, Divi, Wordpress, Photoshop, Illustrator, Meta Business Suit.

**Achievements:** Creation of a new product line, participating from innovation development to product design and brand strategy.

**Social Media Manager**  
TWL  
2019-2020

### Responsibilities:

- Conduct media planning based on client objectives to achieve defined KPIs.
- Design digital media campaigns aligned with client objectives.
- Manage social media planning and buying across multiple platforms.
- Optimize campaigns to maximize traffic and conversions.
- Propose media strategies and recommendations to meet clients' business requirements.

**Tools:** Meta Business Suite, Google Analytics, Photoshop, Illustrator, Premiere Pro, After Effects, Metricool, Google Trends.

**Achievements:** Successfully executed live social media planning and coverage at the world's largest adult industry event.

## Languages



Spanish  
Native

English  
Highly proficient

French  
Learning/A2

## Bonus Track



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I am seeking  
for an opportunity!