**Diana Hernandez**  
**Program & Project Manager**

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**Summary**

Strategic and action-oriented Program & Project Manager with over 16 years of experience delivering high-impact initiatives across consulting services. My background includes marketing, sales, operations, finance, and technology, giving me a 360° view of business challenges and insight to drive real solutions. I specialize in digital marketing, leading cross-functional teams in both Agile and Waterfall environments. Whether advising clients or managing internal projects, I’m not just a planner, I’m a doer. I thrive in dynamic environments, turning complex problems into clear strategies and executing with precision to deliver measurable results.

**Key Skills**

* **Project Management:** Program management, project scoping, milestone tracking
* **Marketing & Strategy:** B2B and B2C marketing strategies, partner marketing, go-to-market planning, co-branded initiatives
* **Communication:** Stakeholder engagement, cross-cultural collaboration
* **Leadership:** Team mentorship, performance management, conflict resolution
* **Tools & Technologies:** Jira, Workfront, Microsoft Project, Power BI, Excel, Sitecore, Adobe Experience Manager (AEM), SharePoint, Microsoft 365, Google Workspace, Slack

**Professional Experience**

**Program & Project Manager** | **Accenture** | **Dec 2023 – Dec 2024**

* Led program management for ExxonMobil digital marketing projects, collaborating with third-party agencies and internal teams to drive execution.
* Provided leadership to cross-functional teams across multiple geographies, enhancing team performance and project delivery.
* Developed and presented KPI reports using Power BI, providing data-driven insights to stakeholders.
* Implemented process automation and efficiency improvements, optimizing workflows.

**Program & Project Manager** | **Accenture** | **Jun 2022 – Dec 2023**

* Managed comprehensive project support for Microsoft websites, coordinating external teams to ensure seamless execution.
* Worked closely with Microsoft Marketing Managers to plan and implement website strategies, aligning digital initiatives with business goals.
* Applied Agile and Waterfall methodologies to drive project success, ensuring timely delivery and high-quality outcomes.

**Senior Project Manager** | **Lionbridge** | **Jan 2021 – May 2022**

* Oversaw localization and translation projects, ensuring adherence to timelines, budgets, and quality standards.
* Managed project financial, driving profitability and improving team performance.

**Microsoft Partner Channel Marketing Manager** | **Wunderman Thompson** | **Mar 2020 – Jan 2021**

* Accelerated Microsoft partner success through program and certification initiatives
* Led readiness strategy for Central America and the Caribbean, ensuring partners met certification requirements and aligned with Microsoft's standards.
* Collaborated with key stakeholders to enhance partner enablement and optimize go-to-market strategies.

**Microsoft CELA Business Manager** | **Brenda Marrero & Associates** | **Nov 2018 – Oct 2020**

* Directed digital campaigns and events for Microsoft in Latin America, managing budgets and ensuring compliance with corporate standards

**Microsoft Marketing Coordinator** | **Brenda Marrero & Associates** | **Nov 2012 – Oct 2018**

* Executed Microsoft's marketing strategy for Costa Rica, focusing on Final Key Clients, Partners, and ISVs to drive business growth.
* Directed digital campaigns and events, ensuring alignment with corporate standards and brand guidelines.
* Managed budgets and optimized marketing initiatives to maximize ROI and partner engagement

**Financial Analyst** | **Oracle** | **Apr 2011 – Nov 2012**

* Analyzed initial investment requirements to transition contracts to a new upsell model, optimizing revenue potential and long-term value.

**Business Development Manager** | **Oracle** | **Apr 2008 – Apr 2011**

* Developed new business opportunities by generating qualified leads from campaigns and events, maximizing pipeline potential

**Education & Certifications**

**Business Administration** | UNED  
**Certified Associate Project Management (CAPM)** | PMI

**Languages:** Spanish and English