

DIANA BOONE

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Skills

- Microsoft Excel, PowerPoint, and Word
- Tableau
- Qualtrics
- Adobe InDesign, Adobe Spark

Education

The University of Alabama, Tuscaloosa, AL
Master of Business Administration, May 2021
Focused Area of Study: Business Analytics
GPA: 4.0

The University of Alabama, Tuscaloosa, AL
Bachelor of Science in Commerce and Business
Administration, May 2019 (Honors College)
Majors: Finance, Advertising - Consumer Specialization
Summa Cum Laude, GPA: 4.0

Work Experience

84.51°, a Kroger Company | Cincinnati, OH May 2020 – August 2020

Media Planning Consultant Intern

- Designing a process for proactive media plan pitching and applying it to the development of a fall 2020 media plan for the Reese's Take 5 candy bar, informed by Kroger's first-party data.

Comcast NBCUniversal | Atlanta, GA May 2019 – August 2019

Marketing Communications Intern

- Refreshed the retail grand opening tactical playbook to increase traffic and engagement at Xfinity stores.
- Spearheaded the establishment of an internal microsite to address communication inefficiencies and facilitate consistent communication between the Central Division and its professional stakeholders.

National Student Advertising Competition | Tuscaloosa, AL October 2018 – June 2019

Media Director

- Developed a \$25 million media plan in a national competition to create a fully-integrated advertising campaign for Wienerschnitzel, resulting in a district-level win and sixth-place national ranking.

Capstone Agency | Tuscaloosa, AL May 2018 – May 2019

Director of Strategy

- Led the establishment of a new department through agency restructuring, managing 17 strategists and ensuring the execution of primary and secondary research on nine client teams.

Nissan North America | Franklin, TN

Sales Operations Intern May 2018 – August 2018

- Completed an extensive situational analysis and research project on how the use of influencer marketing can help target niche audiences and improve retail sales.

Marketing Communications and Media Intern May 2017 – August 2017

- Designed and implemented a process for internal social media content and idea submission.
- Served as an on-set assistant at the 2017 Heisman House commercial shoot and facilitated continuous partnerships with the Tennessee Titans and Nashville Predators.
- Oversaw the design, development, and execution of three on-site activations on Manchester City Football Club's American tour.

Leadership/Activities

- UA MBA Case Team
- UA Graduate Assistant
 - Social Media Coordinator
- Capstone Agency
 - Account Executive
- Capstone Advertising Federation

Honors

- C&IS Dean's Academic Achievement Award 2019
- National Merit Finalist
- President's List (8)
- UA Study Abroad Scholarship Recipient

