

Diane Jenifer Trif

HUMAN CAPITAL & BUSINESS DESIGN

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EDUCATION

Master's in Applied
Positive Psychology
University of
Pennsylvania

Bachelor of Arts
in Psychology
University of Miami

PROFESSIONAL DEVELOPMENT:

Digital Certificate:
Instructional Design,
UDEMY

Positive Psychology
Coaching in Education,
IPEN

Leading More Effective
Teams, Harvard School for
Continuing Education

HOBBIES

Creative Work: Blog
Writing, Graphic Design,
Photography

Learning & Growth:
Reading, Holistic
Wellness, Mindfulness

Adventure & Teamwork:
Rock Climbing, Diving,
Travel, Cultural
Exploration

My work centers on understanding what drives people, what helps them succeed, and how to create the tools, resources, and environments that support that success. Through business development, talent cultivation, and content creation, I turn ideas into structured, actionable programs that help individuals and organizations move forward.

EXPERIENCE

Business Consultant TRIFTY LLC.

SEPTEMBER 2022 - PRESENT

Specialized in business development for six coaching professionals, helping them scale through strategic planning, course creation, and digital marketing. Designed courses, branding, and marketing materials that increased visibility and client acquisition, generating over \$10K in sales.

Lead Researcher & Head of Well-being Marlborough College Malaysia

SEPTEMBER 2020 - JULY 2022

Developed and implemented a well-being curriculum for a K-12 institution, impacting 400+ students and 30 teachers through in-person and online instruction. Designed a measure system tracking five well-being markers over a semester, leading to hundreds of meaningful teacher-student interactions.

Conducted a year-long research study, producing a 50-page theoretical paper that was operationalized into a well-being model, earning the school an award for innovation. Created a 10-page marketing booklet, wrote three articles for the school website, and published two articles in international journals, increasing awareness and engagement with the program.

Learning & Engagement Assistant American Council on Education

JUNE 2018 - SEPTEMBER 2020

Served as a strategic development partner, supporting annual planning, talent development, and growth initiatives affecting 200+ employees. Led internal research to define key priorities, shaping the division's strategic direction. Assisted in HR functions, interviewing and hiring 3-4 staff members, and leadership development. Provided specialized project management for the Senior VP and contributed to high-level initiatives, including an annual meeting with 500+ attendees.

Regional Manager Distributor Dispacif Ecuador

AUGUST 2015 - DECEMBER 2017

Managed a branch of 50 employees and a sales team of four, overseeing \$100K+ in monthly sales and growing revenue to \$130K by expanding market reach. Strengthened client relationships while improving logistics, upgrading fleet operations, and reducing delivery inefficiencies. Developed marketing strategies and enhanced customer service through product training and promotional events.

International Business Development and Operations El Café, Ecuador

OCTOBER 2014 - AUGUST 2015

Led international market expansion by conducting research and competitive analysis across markets in seven countries. Developed SWAT plans to assess viability, opened an office in China, secured a business partner, and re-established key relationships in Turkey after 20 years, driving new client acquisitions and global growth.

CORE EXPERTISE

Business & Talent Development
Program & Curriculum Design
Digital Marketing & Brand Strategy
Leadership & Training Development
Sales & Market Expansion
Research & Behavioral Health

TECHNICAL TOOLS

Adobe Suite | Canva | Descript | CapCut
Wix/Kajabi/WordPress | Shopify
Microsoft Office | Google Workspace | Airtable
Notion | AI Tools | ConvertKit | MailChimp
CRM & Social Media Platforms | Stripe | Zoom
Voxer | Riverside