

Diana Cacy Hawkins
dianacacy@espressoshotmarketing.com



Testimonials Sheet

"Diana is amazing! She has been an irreplaceable asset when it comes to copywriting and designing a marketing strategy. Her contribution to our clients' success cannot be overstated.

She is a model of responsible and dependable behavior, always getting her work done on time while giving 110%. I am so happy I got the chance to work with her."

Ignacio of Hustler Marketing

"The first time I ever got to work with Diana was on a really complex and totally new project, something we hadn't done before.

Honestly, I didn't know what to expect. The client was from a completely different culture, and I was afraid that we wouldn't be able to close this culture gap and get into the head of the customer. But then Diana did her research, and she came up with copy guidelines for the client. I was amazed by how specific they were.

When it comes to communication, when a task was finished, Diana would send me a DM to let me know that the task is done and ask for feedback. I loved this approach. She was always ready to learn and improve.

When it comes to writing, Diana has this great quality to make everything sound exciting. The copy was clever, savvy, and witty.

One other thing I have noticed about Diana is that she is very loyal and a great team player. If she discovers something new and useful, she always shares that with the team. Whenever I ask for help on an urgent task, Diana would say that even though she is almost full, if nobody else reaches out to me, I am free to reach out to her to get the work done. It is so great to know that she is just there for you. People like her are rare gems.

Overall I really love talking to her. She is a very positive person with great energy. her love for coffee will make you want to be a coffee lover even if you're not 😊 "

Stefan of Hustler Marketing

“Diana has an approach to copywriting that very few people do. She thinks beyond the words and also delivers a coherent structure that works amazingly with the design making my work so much easier. Her writing style allows me to complement her creative process with mine, and the results are always outstanding. I expect nothing but quality from her, and she’s by far the best copywriter I’ve worked with.”

Danny, Designers Lead of Hustler Marketing

“Diana is very professional and makes collaborating on projects easy and efficient. She is transparent throughout the process and is open to suggestions and feedback. Every time we work with Diana, we can expect quality work and fast turnaround.”

Johnny Nieves (Copy Chief)

“Diana Hawkins has been an integral part of our team for almost 3 years. Her role in Hustler Marketing was being one of our most experienced Copywriters working on a large variety of different clients in many industries.

She is an exceptional writer who consistently produces high-quality copy which not only captures the brand voice but also drives sales. Her attention to detail and ability to understand the target audience has always been more than on point.

In addition to her copywriting skills, Diana is also reliably punctual and easy to work with. She is always willing to go the extra mile and help out whenever needed, whether that be with last-minute fixes or colleagues in need. Her team spirit is amazing, and she has been an invaluable asset to our team.

Overall, I would highly recommend Diana to anyone serious about their copy. She would be a great addition to any team or a very good choice for a one-off project.

I’m looking forward to working with her again if she’d decide to return.”

Olin Scharm, HR Director at Hustler Marketing