

Diana W. Diamond (she/her)
Email | [Website](#) | [LinkedIn](#)

PROFILE

Creative Tech and Multimedia Executive with *two decades* of professional experience across *global mass apparel manufacturing, arts and entertainment, technology, and non-profit* sectors. Proven track record of delivering high-impact projects through strategic advertising campaigns, global product lifecycle management, and high-profile communications. Expertise in multi-channel strategies, brand consistency, crisis management, and optimizing social media strategies. I seek opportunities to leverage my expertise in creative direction, brand management, and multimedia execution for dynamic, memorable results.

CORE CAPABILITIES

Communications Strategy | Brand Consultancy | Digital Media Strategy & Solutions
AI Workflow Consultations & Deployments | Entertainment Production (Audio/Visual)

PROFICIENCIES

Technical: iOS, Microsoft Office, macOS, Basic HTML/CSS/JavaScript, AWS, Google Cloud

Creative: Adobe Creative Suite, Figma, Canva

Management: Microsoft 365, Mailchimp, Hootsuite, Trello, Slack, Confluence, Jira, Asana, Monday.com

Social Media: Instagram, Threads, YouTube, TikTok, LinkedIn, Facebook, Discord, Sprout Social

EDUCATION

University of Maryland | Bachelor of Arts in Communications and Digital Media & Web Technology
Cornell University | Certificate in Digital Photography

PROFESSIONAL EXPERIENCE

Diamond Multimedia Group | *Creative Tech and Multimedia Executive* | Remote | 2/19 – Present

As the Creative Tech and Multimedia Executive at Diamond Multimedia Group (DMG), I lead the development and execution of multi-channel communications and marketing strategies, prioritizing brand consistency and achieving targeted results across various print and digital platforms. My role encompasses leading brand consultancy, directing creative initiatives, and implementing AI-driven solutions to strengthen brand authenticity, boost awareness, and drive engagement.

- **Strategic Leadership:** Lead comprehensive communications and marketing strategies, driving brand consistency and delivering impactful results across all platforms.
- **Creative Direction:** Direct the development of narrative and visual content, ensuring alignment with brand identity and enhancing audience engagement.
- **AI and Digital Media Integration:** Lead implementation of customized AI-driven solutions and digital media strategies, optimizing brand representation and connection with diverse audiences.
- **Crisis Communications:** Specialize in managing crisis communications, preserving brand integrity, and mitigating reputational risks during challenging situations.

Maryland Hall for the Creative Arts | *Director of Communications & Marketing* | MD | 8/22 – 1/24

As the Director of Communications & Marketing, I led transformative initiatives to heighten brand presence within arts communities and throughout the region. My role encompassed comprehensive rebranding efforts, strategic digital marketing, and media relations, which collectively drove substantial growth in audience engagement and brand awareness.

- **Rebranding Success:** Directed the rebranding of seven organizational verticals, achieving a 50% increase in brand awareness.
- **Digital Strategy:** Executed targeted strategies, resulting in an 80% increase in social media brand awareness.
- **Integrated Marketing Campaigns:** Developed multichannel strategies boosting website traffic by 60% and sales revenue by 40%.
- **Media Relations:** Established partnerships with major media outlets, leading to a 40% increase in regional market penetration.
- **Stakeholder Engagement:** Fostered community partnerships and media engagements, resulting in a 75% growth in positive media mentions.

www.diamondmultimedialogroup.com

Apple / Kelly Services | Tier 2 iOS Support Technician | Remote | 8/18 – 4/22

As a Tier 2 iOS Support Technician with Apple through Kelly Services, I provided top-tier technical support to iOS users, consistently exceeding departmental targets and contributing to the overall efficiency and effectiveness of the support team. My role involved resolving complex technical issues, managing project documentation, and leading a seamless user experience.

- Technical Support Excellence: Achieved a daily ticket resolution rate of 85%, surpassing departmental targets and providing clear, effective solutions to users' technical issues.
- Customer Satisfaction: Reduced repeat interactions by 70% through effective communication, detailed diagnoses, and clear explanations of available solutions and options.
- Project Management: Exceeded quarterly projections by achieving an 80% increase in project completion rate, through meticulous documentation, proactive prioritization, and prioritization of the latest technology and trends.

West Entertainment Services | Manager of Cultural & Entertainment Initiatives | NY | 5/13 – 8/18

As Manager of Cultural & Entertainment Initiatives at West Entertainment Services, I was responsible for managing communications and initiatives for high-profile attorney, Louise West. My efforts included facilitating confidential communications and managing successful outcomes for legal and business affairs, organizing and directing industry networking events for Attorney West and artistic collaborators for projects for entertainment entities.

- Spearheaded multiple high-impact cultural and entertainment projects, driving significant audience engagement and revenue growth. Managed the full production cycle for live events and digital content, leveraging technology to amplify production quality and streamline workflows.
- Utilized advanced digital media tools and platforms to enhance content creation and distribution. Implemented forward-thinking digital strategies to maximize audience reach, optimize social media engagement, and improve brand visibility across multiple channels.
- Directed songwriting camps and managed the artistic packaging and visual aesthetics for various productions.
- Delivered expert crisis management for prominent influencers and entertainment figures. Developed and executed comprehensive communication strategies to navigate public relations challenges, restore trust, and maintain brand integrity across both digital and traditional media platforms.
- Established and nurtured strong relationships with top artists, media companies, and industry stakeholders. Facilitated collaborations that aligned with brand goals and expanded the reach and impact of various projects, utilizing digital platforms for seamless coordination and execution.

Sean John/KHNY/Saramax/Delta Galil | Asst Designer / Product Developer / NY/ NJ | 9/04 – 4/11

I began my career in the fashion industry as an Assistant Designer, where I honed my skills in product development and brand management. Over time, I evolved into the role of Product Developer, overseeing the global apparel manufacturing lifecycle for major brands. My responsibilities spanned from initial design concepts to large-scale production operations, ensuring that products met both brand standards and market demands.

- Global Apparel Manufacturing: Managed the end-to-end production process for licensed apparel brands such as Disney, Sean John, Rocawear, and Xhilaration, coordinating with multiple overseas factories to maintain timely and accurate deliveries.
- Product Development and Brand Management: Led the development of new products, ensuring alignment with brand standards and resonance with target markets. Oversaw brand management to maintain consistency and appeal across all product lines.
- Cross-Functional Team Leadership: Directed cross-functional teams, including designers, production managers, and quality control experts, to execute large-scale manufacturing projects efficiently.
- Market Strategy and Distribution: Collaborated with retail partners and licensors to align production with market demand, ensuring that products were well-positioned in major department stores and met sales targets.

ADDITIONAL EXPERIENCE

RCA/Atlantic Records/Various Entities | Recording Artist/Songwriter/Entertainer/Creative Collaborator

**Details upon request*

www.diamondmultimedialogroup.com

ETHNY (Ethereum NY/NFTNY) Hackathon Competition | Blockchain Project Manager | NY | June 2022

As the Blockchain Project Manager at the ETHNY Hackathon, I led the development of a groundbreaking blockchain-based game project, integrating NFTs and GameFi elements to create an innovative ecosystem for creators in the metaverse. I collaborated with a cross-functional team to develop key project components, including Web3 applications, UI/UX design, and smart contract integrations. My strategic leadership and technical expertise were instrumental in securing bounties and partnerships, enhancing the project's capabilities and overall success.

- **End-to-End Blockchain Development:** Spearheaded the creation of a comprehensive blockchain-based game, successfully integrating NFTs and GameFi elements to create a robust metaverse ecosystem.
- **Cross-Functional Team Leadership:** Directed a diverse team of developers, designers, and strategists in building Web3 applications, enhancing user experience, and implementing smart contracts.
- **Securing Funding and Partnerships:** Won bounties from Skale and Livepeer, securing essential funding and partnerships enabling integration of NFTs and live content streaming capabilities into the project.

Rising Stars Young Professionals | Executive Advisor | Anne Arundel County, MD | Jan - May 2023

As the Executive Advisor for the Rising Stars Young Professionals Group, I mentored young professionals in a simulated board structure, leading them through the planning and execution of five themed events sponsored by personal connections. These initiatives combined diversity and entrepreneurship within the arts, attracting local artists, business owners, and young talent, and creating a new synergy in the Annapolis community.

- **Mentorship and Growth:** Provided mentorship and leadership to young professionals, guiding the development of skills in artistry, event planning, networking, and community engagement.
- **Event Leadership:** Guided plans and executions of five consecutive themed events, which successfully drew a host of local artists, business owners, and young professionals.
- **Community Engagement:** Fostered community service opportunities and optimized networking experiences through participation in high-profile events such as gallery exhibitions, the annual Arts Alive Fundraiser, and the Annapolis Film Festival.

AFFILIATIONS

Recording Academy | MusiCares | ASCAP | ASALAH | ETHNY

OBSESSIONS

Music | Stage Productions | Fashion | Yoga & Meditation | Words/Language | Cultural & Artistic Expression | AI | Web3