

**Diana W. Diamond** (she/her)

Email | [Website](#) | [LinkedIn](#)

## PROFILE

***Creative Tech and Multimedia Executive*** with *fourteen years* of experience in the ***entertainment industry, specializing in music production, event management, and multimedia content creation.***

Proven success in uplifting cultural initiatives, managing large-scale projects, and crafting memorable collaborations. Expertise in creative direction, brand strategy, and audience camaraderie across diverse platforms. I seek to leverage my knowledge in a dynamic entertainment role that streamlines artistic expression and vision with strategic business goals of an aligned purposeful organization.

## CORE CAPABILITIES

**Creative Direction & Artistic Vision | Event Production & Management | Strategic Partnerships  
Content Curation & Digital Media Strategy | Revenue Generation & Budget Management**

## PROFICIENCIES

**Technical:** Adobe Creative Suite, Logic Pro, Pro Tools (basic), iOS, macOS, Microsoft Office, Basic HTML/CSS/JavaScript, AWS, Google Cloud

**Creative:** Singing/Songwriting, Composition Arrangement, Stage Performance, Music Production, Visual Aesthetics, Event Design, Digital Media Strategy, Content Creation, Art Direction

**Management:** Budget Management, Project Management (Trello, Asana, Jira), Team Leadership, Vendor Management, Strategic Planning

**Social Media:** Instagram, YouTube, TikTok, Twitter, LinkedIn, Facebook, Discord, Spotify, SoundCloud

## EDUCATION

**University of Maryland | Bachelor of Arts:** Communications | Digital Media & Web Technology

**Cornell University | Certificate:** 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.

## **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 evolve and leverage internal processes and productivity. 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.

## **RCA/Atlantic Records/Various Entities**

### **Recording Artist | Manager | A&R | Songwriter | Entertainer | Creative Collaborator | 5/10 – present**

- Independently released three full-length projects, securing a recording contract with RCA Records. Successfully launched a commercially recognized single with features on major platforms including BET, VEVO, Netflix, LOGO, and MTV.
- Crafted and implemented successful strategies for optimizing revenue streams through ticketing, merchandising, and strategic partnerships. Leveraged digital tools to track performance and maximize profitability, leading to substantial increases in revenue.
- Organized and led national tours, performing at renowned venues such as Mandalay Bay Hotel, Gramercy Theatre, Roseland, and Highline Ballrooms. Managed all aspects of tour production, including logistics, budgeting, and creative direction, while building a dedicated following within the LGBTQIA+ and adolescent communities.

- Worked with top artists and industry organizations, including RCA Records, Atlantic Records, and Netflix. Played a key role in developing and executing collaborative projects, from music production to promotional campaigns, that aligned with brand goals and enhanced audience engagement.
- Oversaw creative processes from concept to execution, including costume and wardrobe styling, and provided leadership in the creation of evergreen visual content for live performances and television appearances. Recognized for excellence in creative direction and illuminated approaches in entertainment production. Led teams to deliver engaging content that resonated with diverse audiences, setting new industry standards by integrating cutting-edge technology and creative vision.

## ADDITIONAL EXPERIENCE

### ETHNY (Ethereum NY/NFTNY) Hackathon Competition | *Blockchain Project Manager* | 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 | AFROTECH

## OBSESSIONS

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