

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

PROFILE

I am a **Creative Tech and Multimedia Executive** with 20+ years of leadership in strategic communications, lifecycle management, and high-profile partnerships across the **global mass apparel, arts, entertainment, and technology** sectors.

CORE CAPABILITIES

Strategic Communications & PR | Brand & Marketing Strategy
Stakeholder Engagement & Partnerships | Digital Media Strategy | Creative Direction & Solutions

PROFICIENCIES

Technical: iOS, Microsoft Office, macOS, Basic HTML, Google Cloud, Logic

Creative: Adobe Creative Suite, Figma, Canva

Management: Microsoft 365, Trello, Slack, Confluence, Jira, Asana, HubSpot, Discord, Hootsuite, Mailchimp

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

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

I currently lead the development of multi-channel communications, brand consultancy, and marketing strategies designed to strengthen brand presence and drive engagement. I help businesses enhance efficiency, boost creative output, and achieve growth goals by integrating AI-driven solutions, digital media strategies, and entertainment production.

- Lead comprehensive brand consultancy services, maintaining brand consistency, developing engaging narratives, and positioning clients for success in competitive markets through tailored content and strategic messaging.
- Develop and execute communication strategies that align with client goals, including internal communication improvements, media relations, crisis communications, and community relations, establishing cohesive messaging.
- Direct creative content production across multimedia formats, including photography, videography, and digital product creation, to bolster clients' digital presence and achieve targeted campaign results.
- Orchestrate entertainment productions for events, handling everything from stage production and technical staffing to partnerships and creative direction, resulting in memorable branded experiences for diverse audiences.
- Implement AI workflow solutions, improving clients' operational efficiency and decision-making processes with data-driven insights, custom AI tools, and optimized business operations.
- Design and roll out strategic digital marketing campaigns, leveraging social media, content creation, and digital advertising to increase client engagement, web traffic, and brand loyalty.
- Specialize in crisis communications, preserving brand integrity, and mitigating reputational risks for small businesses, entrepreneurs, influencers, and prominent entertainment figures.

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

Reestablished brand presence within arts communities during COVID through omnichannel initiatives. With oversight of a team of three, spearheaded rebranding efforts, strategic communications, and marketing campaigns. Through targeted media relations, drove sales, increased engagement, and expanded regional visibility for arts education, live concerts, exhibitions, outreach, and fundraising.

www.diamondmultimedialogroup.com

- Spearheaded the rebranding and streamlining of seven organizational verticals, including a complete website revamp, new branding systems, and content strategies, resulting in a 50% increase in regional brand awareness.
- Led a digital marketing transformation focused on improving accessibility through enhanced UX/UI navigation, resulting in a 30% reduction in bounce rate and significantly improved accessibility scores across all platforms.
- Orchestrated a regional multichannel campaign featuring a collaborative social media strategy, city bus ads, local and regional print media, merchandise, and promotional collateral. The campaign resulted in a 75% increase in positive social media mentions, a 60% boost in website traffic, and a 40% sales revenue increase.
- Fostered partnerships with elected officials, local organizations, and donors by integrating campaigns, on-air features, and media collaborations with major outlets, resulting in robust market representation post-COVID.

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

Provided executive support for high-profile entertainment projects, overseeing communication processes and fostering key industry relationships. Focused on driving strategic partnerships and orchestrating creative collaborations.

- Led corporate communications for high-impact entertainment projects, driving client acquisition and revenue growth by 25% through effective internal and external strategies.
- Increased brand visibility by 40% using digital media strategies to maximize audience reach and social media engagement, resulting in a 30% growth in online followers.
- Managed and streamlined logistics for activations, reducing workflow bottlenecks by 25% and leveraging various software integrations to increase team productivity.
- Fostered and maintained confidential relationships with major label executives, artists, musicians, media companies, and industry stakeholders.
- Managed collaborations aligned with brand goals and expanded networks, orchestrating songwriting camps, sync placements, and other entertainment initiatives.
- Developed customized crisis management strategies to address public relations challenges, protecting brand integrity with zero reputational loss in 95% of incidents handled.

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

Optimized user navigation and accessibility across iOS hardware and software by delivering advanced technical support. Responsibilities included resolving complex technical issues, creating clear and accessible user documentation, and driving improvements in inclusivity for digital user experiences.

- Provided top-tier technical support to simplify user navigation and accessibility across iOS systems, resolving complex issues and guiding users through optimized digital pathways to ensure a seamless experience.
- Achieved a daily ticket resolution rate of 85%, surpassing departmental targets and providing clear, effective solutions to users' technical issues.
- Reduced repeat interactions by 70% through detailed diagnoses and clear explanations of available solutions.
- Exceeded quarterly projections by achieving an 80% increase in project completion rate, meticulous documentation, proactive prioritization, and the leveraging of the latest technology and trends.

Sean John/KHNY/Saramax/Delta Galil | *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. Quickly, I evolved into the role of Product Developer, overseeing the global apparel manufacturing lifecycle for major apparel brands. My responsibilities included facilitating global corporate communications from initial design concepts to large-scale production operations through the liaising of creative and technical processes for mass-manufactured apparel.

- 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.
- Oversaw and streamlined management to maintain timelines, consistency, and appeal across all product lines.
- Directed internal and external cross-functional teams, including design, production, sales, sourcing, and quality control, to execute large-scale manufacturing projects efficiently.
- Liaised with global factories, retail, and licensor partners to execute accurate and timely production deliveries in conjunction with market demand and sales targets within the scope of mid-mass tier department store contracts.

ADDITIONAL EXPERIENCE

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

**Details upon request*

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

Managed the development of a blockchain-based game integrating NFTs and GameFi elements. Collaborating with a cross-functional team, I oversaw Web3 applications, UI/UX design, and smart contract integration. My leadership secured key partnerships and bounties, ensuring the project's success.

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

I mentored young professionals within a unique board structure focused on fusing entrepreneurship, professionalism, and the arts. I guided them in career development, event planning, and community engagement while fostering leadership and artistic growth. I oversaw the planning and execution of five themed events that significantly increased participation from local artists and entrepreneurs. These initiatives created opportunities for community service and professional development, allowing young professionals to engage in high-profile events like gallery exhibitions, fundraisers, and festivals, further blending creativity with entrepreneurship in the Annapolis community.

AFFILIATIONS

Recording Academy | MusiCares | ASCAP | ASALAH | ETHNY

OBSESSIONS

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