

# Diana Dubois

EXPERIENCED MARKETING & COMMUNICATIONS PROFESSIONAL



## CONTACT

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## EDUCATION

BACHELOR OF SCIENCE  
Major: Journalism  
University of North Texas

BACHELOR OF ARTS  
Major: Political Science  
University of North Texas



## STRENGTHS

Marketing Strategy & Planning  
Brand Management  
Messaging & Communications  
Thought Leadership  
Community Relations



## SKILLS

Writing & Editing  
Project Management  
Proposal Management  
Web  
Art Direction & Production  
Event Planning  
Presentations  
Analytics  
Budgeting  
Mentoring



## EXPERIENCE

### PROPOSAL MANAGER

GrantWorks, Inc. / 2022

Strategy, design and production of grant writing and grant administration proposals targeting cities, counties, states and private entities nationwide.

### MARKETING MANAGER

BOKA Powell / 2021 to 2022

Corporate marketing lead for a four-office architecture and interior design firm. Responsible for the development and submission of proposals, qualifications packages, portfolios and client and internal presentations. Oversaw all digital communication channels including website, intranet and social media. Led firm-wide PR efforts, creation of content/collateral, securing project photography and awards programs participation.

### BUSINESS DEVELOPMENT MANAGER

Wilson Associates / 2019 to 2021

Responsible for proposal and portfolio development, lead nurturing and outreach to cultivate new business opportunities for the Dallas design studio. Collaboration with local operations and design leadership and business development colleagues around the world.

### DIRECTOR OF MARKETING

ETAN Industries / 2006 to 2019

Management of all branding, marketing, communications, and community relations for a family of privately held companies. Areas of operation included business process automation, outsourced customer service, financial services and collections, and technology provision and cloud computing. Achievements include:

- Planned and executed entry into the transportation tolling market. Drove brand/ product awareness from zero to 70% among tolling decision-makers, and 45% among consultants over a three-year period.
- Reinvented the design and messaging of RFP responses resulting in an increase in the rate of being shortlisted for further action from 25% in 2015 to 90% in 2016.
- Established a thought leadership program and internal speakers' bureau providing content and programming for trade publications and events.
- Led a rebranding initiative to better align our companies and capabilities with current and prospective markets.

### BRANDING PROJECT CONSULTANT

Susan G. Komen for the Cure / 2005 to 2006

Contract position supporting the development of an updated brand and image for an iconic breast cancer charity. Worked on the RFI process, market identification and positioning and agency selection.

### DIRECTOR OF COMMUNICATIONS

Temple Emanu-El / 2002 to 2005

Communication management for a Reform Jewish synagogue and school. Production of all print and digital materials, advertising, brochures, posters and mailings. Responsible for all communications, website, PR and marketing activities.

### MANAGER, CORPORATE COMMUNICATIONS / 1999 to 2000

MANAGER, INTERNAL COMMUNICATIONS / 1997 to 1999

AmeriServe Food Distribution, Inc.

Brand responsibilities including PR and crisis communications. Management of internal communications supporting a base of 10,000 employees following the purchase of PepsiCo Food Systems. Responsible for national community relations efforts, employee recognition and training program development.