

diana dubois

Experienced Marketing/Communications Creative



CONTACT

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EDUCATION

BACHELOR OF SCIENCE

Major: Journalism

University of North Texas, 1995

BACHELOR OF ARTS

Major: Political Science

University of North Texas, 1995



STRENGTHS

Strategy & Planning

Thought Leadership

Corporate Communications

Internal Communications & Culture

Event Planning & Execution

Community Relations

Employee Engagement



SKILLS

Brand Management

Content Creation

Writing & Editing

Integrated Communication Campaigns

Multichannel Communications

Performance Measurement

Art Direction & Production

Website & Intranet Design

Presentations, Proposals & Portfolios

Crisis Communications

Budgeting

Mentoring & Development



VOLUNTEER

BOARD MEMBER & MARKETING ADVISOR

[Congo Restoration](#)

2011 to Present

LEADERSHIP BOARD MEMBER

Greenland Hills UMC

2020 to Present



EXPERIENCE

PROPOSAL MANAGER | GrantWorks, Inc. | 2022 to 2025

Strategy, positioning, design, production and submittal of organizational qualifications for grant administration services. Coordinated cross-functional teams to create detailed, compelling and fully responsive technical narratives. Responsible for assigning tasks, assembling input, managing tight timelines, and ensuring the quality and accuracy of all deliverables. Accomplishments included:

- Automation of templates for high-volume proposals that reduced production timelines by more than 60%.
- Maintained the highest win rate among a four-person proposal team.

MARKETING MANAGER | BOKA Powell | 2021 to 2022

Corporate marketing lead for a four-office architecture and interior design firm responsible for internal and marketing communications. Led firm-wide PR efforts, creation of content/collateral, website management, securing project photography and creating design narratives, and coordinating team and project nominations for industry awards. Responsible for the development of proposals, qualifications packages, portfolios and client and internal presentations.

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. Collaborated with local operations and design leadership and business development colleagues worldwide.

DIRECTOR OF MARKETING | ETAN Industries | 2006 to 2019

Managed all branding, marketing, corporate and internal communications, and community relations for a family of privately held companies. Achievements included

- 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.
- Designed relevant and relateable culture-building strategies to connect employees with the corporate mission and organizational objectives.
- Curated a speakers' bureau of internal SMEs backed by meaningful thought leadership content (trade media, pitches and partnerships for speaking engagements, panel discussions, case studies) to build brand recognition, increase product/service awareness and elevate organizational reputation.

BRANDING PROJECT CONSULTANT | Susan G. Komen for the Cure | 2005 to 2006

Contract position supporting the rebranding of an iconic breast cancer charity. Helped identify creative agency candidates and management of the RFI process, as well as market identification and positioning.

DIRECTOR OF COMMUNICATIONS | Temple Emanu-El | 2002 to 2005

Communication management for a Reform Jewish synagogue and school. Production of all digital and printed collateral and publications, including a 24-page monthly newsletter, advertising, brochures, posters and mailings. Responsible for website, public relations, crisis communications, and marketing activities.

MANAGER, CORPORATE COMMUNICATIONS | AmeriServe, Inc. | 1999 to 2000

Brand and corporate identity management and public relations. Development of all internal, external and crisis messaging through the bankruptcy and sale of the company. Assisted in the design and development of an organizational intranet.

MANAGER, INTERNAL COMMUNICATIONS | AmeriServe, Inc. | 1997 to 1999

Managed internal communications, community relations and corporate culture strategy to facilitate the merger of disparate companies into a single corporate entity providing all foodservice distribution for the KFC, Pizza Hut and Taco Bell chains. Innovations included an employee recognition/engagement campaign and an audio magazine for AmeriServe truck drivers.