



Helping organizations communicate clearly, engage meaningfully,
and transform ideas into action.

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SUMMARY

Strategic communications leader with extensive experience directing internal and external communications, executive messaging, brand strategy, thought leadership and stakeholder engagement in the AEC and professional-services markets. Recognized for translating complex technical and business priorities into clear narratives that strengthen employee alignment, elevate market reputation and support organizational growth.

EXPERIENCE

PROPOSAL MANAGER | GrantWorks, Inc. | August 2022 to September 2025

National grant administration firm supporting local, regional and state governments with financial, environmental, administrative, and operational compliance of government-funded infrastructure, planning, disaster recovery and community-development projects.

- Responsible for strategy, positioning, design, production, compliance, and submittal of proposals and organizational qualifications.
- Specialized in complex infrastructure development, disaster recovery, and economic development proposals.
- Worked closely with environmental scientists, technical specialists, and subject matter experts to effectively communicate process and approach-to-work methodology to civil servant and elected official decision makers.
- Created automated workflows for high-volume proposals that reduced production time by 60% and increased team capacity to respond to higher-value strategic pursuits.
- Implemented creative, customized, story-based proposal narratives to connect client needs with GrantWorks' values, methodology, and motivation.
- Consistently maintained the highest success rates among a four-person team.

MARKETING MANAGER | BOKA Powell Architects | February 2021 to March 2022

Led firm-wide marketing, communications and PR efforts for a four-studio architecture and interior design firm.

- Built and implemented comprehensive marketing/communications calendar to guide and coordinate content and digital strategy, PR opportunities, and industry awards.
- Strategy, copy writing, graphics, and management of the winning [Fort Worth City Hall Renovation](#) proposal.
- Managed a team of marketing specialists, proposal coordinators, and marketing administration support.

BUSINESS DEVELOPMENT MANAGER | Wilson Associates | February 2019 to February 2021

Marketing and business development lead for a global interior design firm specializing in luxury hospitality, residential, and restaurant design.

- Partnered with executive leadership to shape corporate narratives, prepare speeches and presentations, and align internal and external messaging with organizational priorities.
- Established a unique editorial voice and personality for the Dallas design studio while simultaneously promoting and maintaining brand and messaging consistency with Wilson offices and interests worldwide.
- Re-imagined project descriptions by transforming fact sheets into evocative narratives that communicated project details and design inspiration in story form.
- Proposal wins included [Auberge Collection Bowie House Hotel](#) and [Truluck's Ocean's Finest Seafood & Crab](#).

DIRECTOR OF MARKETING COMMUNICATIONS | ETAN Industries | May 2006 to February 2019

Led enterprise branding, corporate communications, stakeholder engagement, reputation management initiatives, and supported organizational growth.

- Planned and executed organizational entry into the transportation tolling market. Drove brand/product awareness from 0 to 70% among tolling decision makers and 0 to 45% among consultants.

Diana Dubois Resume - Continued

- Built a speaker's bureau and thought leadership program to strengthen organizational credibility and elevate executive visibility through speaking opportunities (and speech writing), editorial content development and placement, case studies, and the development of strategic industry partnerships.
- Enterprise-wide re-brand of five subsidiary companies to better align service offerings and facilitate cross-promotion of diverse capabilities.
- Created an award-winning community relations and employee engagement campaign that culminated in the donation of 4,000+ food items and a sizable corporate donation to Feeding America.
- Led employees, contractors and cross-functional contributors across communications, creative services, proposals and business development, establishing priorities, coaching performance and ensuring consistent execution across competing initiatives.
- Reinvented organizational proposal process resulting in the improvement of shortlisted rates from 25 to 90%.

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

Contract position supporting the re-brand of an iconic breast cancer charity. Helped identify creative agency candidates, manage the RFI process, create market analysis, and contributed to brand positioning strategy.

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

Directed integrated communications for a large faith-based organization and preschool leading public relations, crisis preparedness, and stakeholder engagement while strengthening community connections. .

- Created and implemented the institution's first crisis communications policy, plan, and training program.

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

Brand and corporate identity, internal communications, and media relations responsibilities.

- Created/maintained brand management tools including brand standards guide, media kit, and a catalog of use-approved resources such as logos, templates, photography/graphics, tagline and boilerplate messaging.
- Oversaw crisis/change communications and managed of external PR resources through company bankruptcy.

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

Directed internal communications supporting a national network of distribution centers and a 10,000-employee workforce during organizational integration. Strengthened employee engagement and alignment through enterprise communications and culture-building initiatives. Managed enterprise-wide community relations.

EDUCATION

BACHELOR OF SCIENCE, Journalism, University of North Texas

BACHELOR OF ARTS, Political Science, University of North Texas

PROFESSIONAL SKILLS

STRATEGIC COMMUNICATIONS:

Enterprise Communications, Executive Communications, Internal Communications, Change Communications, Reputation Management, Crisis Communications

BRAND & MARKET LEADERSHIP:

Brand Strategy, Thought Leadership, Media Relations, Technical Storytelling, Stakeholder Engagement, Integrated Campaigns

LEADERSHIP & OPERATIONS:

Cross-Functional Leadership, Team Development, Communications Planning, Measurement and Analytics, Agency and Vendor Management

TECHNICAL SKILLS:

Adobe Creative Cloud, MS Office, CRM Platforms (Salesforce, Deltek Vision, QuickBase), Web/Social Analytics and SEO, Business Intelligence Tools (Power BI, Tableau, various AI platforms)

VOLUNTEER SERVICE

BOARD MEMBER & MARKETING ADVISOR, [Congo Restoration](#), 2011 to Present

LEADERSHIP BOARD MEMBER, Greenland Hills UMC, 2020 to Present