

Dayna Diamond

Experience

An Army of Writers

A marketing B2B that specializes in connecting clients with expert content creators.

Consultant — December 2021 - Present

- Collaborate on business growth initiatives
- Vet new writers and editors
- Coordinate database of all writers and editors
- Support automation of lead generation and outreach

Director of Digital Media — September 2019 - December 2021

- Produced case studies to analyze and demonstrate organizational success
- Wrote landing pages and service offers
- Identified good-fit leads to consistently add to the in-house lead list
- Made website design decisions and performed all site updates
- Managed company Twitter account
- Contributed to company LinkedIn account

Copyeditor & Content Marketer — June 2016 - September 2019

- Researched and implemented current SEO standards and tools
- Wrote and edited SEO content
- Managed client WordPress sites

Albuquerque Academy

The top independent school in the Southwest, serving grades 6-12.

Communications Coordinator — December 2021 - Present

- Edit and copyedit official communications
- Design posters, banners, etc. as well as a social media filter to increase new student engagement
- Maintain the Facebook engagement of 25-50% with a reach of 2,000

LifeSpace

A productivity platform for successful people, focusing on the niche of student success.

Editor — October 2019 - March 2021

- Implemented a Facebook influencer strategy to achieve a 12% Facebook engagement rate
- Used HubSpot to monitor and implement marketing strategies and beta calls
- Developed blog post templates to reduce time to post by at least 50%
- Met with beta customers for lead nurturing; secured a next step commitment from 15% of reviewers
- Created in-house checklist to reduce beta review record-keeping time by 75%

University of California, Santa Cruz, Art Games & Playable Media Dept.

Instructor of Record — June 2021 - July 2021

- Designed a curriculum to teach skills in agile, iterative project management & teamwork
- Mediated group conflicts using guidelines such as the Stanford Conflict Mediation Guidelines
- Supervised a teaching assistant & Zoom helper

Education

Digital Arts & New Media, MFA

University of California, Santa Cruz — Graduated 2021

Economics, BA & German, BA

University of New Mexico — Graduated 2018