

## DIANA PAZ

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### WRITER / EDITOR

Motivated content manager with 3 years of editing and writing experience. Eager to apply writing, storybuilding, and editorial abilities and forge a lasting career within gaming, publishing, or entertainment.

#### **Key skills include:**

- **Copy editing/proofreading:** Meticulously proofing for spelling, grammar, and tone to ensure error-free submissions.
- **Writing/copywriting:** Creating fun, fresh copy for globally recognized DC Super Hero Girls and DC Kids brands; authoring and publishing fiction.
- **Project management:** Overseeing creative projects from conception through delivery, including adhering to all deadlines and acquiring assets from freelance and external teams.

Self-Motivated • Organized • Highly Detailed • Collaborative • Positive & Cheerful

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### PROFESSIONAL EXPERIENCE

#### **DIGITAL MEDIA MANAGEMENT (DC COMICS) • Beverly Hills, California • June 2018 - Present**

##### **Lead Manager, Social Media: DC Kids & DC Super Hero Girls**

Collaborating with a talented team of copywriters and graphic designers, my team builds creative content for DC Super Hero Girls and the entirety of the DC Kids brand's social channels - including support for middle-grade publishing (the imprint formerly known as DC Zoom). I manage 2 direct reports, proofing all copy before submitting for approval. I also develop and present our monthly strategy to DC executives.

- Edit all copy provided by two coordinators, ensuring both DC Super Hero Girls and DC Kids brands maintain their own voice in accordance with style guides.
- Drive innovative strategies that lean heavily on story-building to keep fans excited about publishing launches, television premieres, theatricals/home entertainment, and new products.
- Direct creative content processes across numerous internal and external teams, including securing assets needed to build graphics, vetting music and visuals, ensuring compliance with legal, and being the point-person on acquiring final approvals from DC.
- Facilitate accessibility to required material for colleagues working on projects/campaigns, including title treatments, talent footage, screenshots, clips, and graphics.
- Archive published material in organized folders for distribution to international entities and partners.
- Assess workflow efficiencies to continuously discover opportunities for alleviating pain points, ensuring direct reports achieve goals as smoothly as possible.

#### **BH COSMETICS • Burbank, California • June 2017 - June 2018**

##### **Creative Content Manager & Community Manager**

Oversaw all aspects of content creation, including editing marketing, web, print, and social copy. Managed a 5-member team. Reported to VP of Digital and the Marketing Director.

- Ensured adherence to brand voice and maintained copy quality at highest standards by creating brand style guide and copy guidelines, which were implemented across website, marketing, social.
- Created internal content that clarified our messaging policies, addressing everything from CRM and customer service communications to emoji usage and user generated content.
- Ensured our brand voice maintained authentic and relatable tone by reviewing direct communication with customers and fostering relationships with celebrities and micro-influencers.

**NUME HAIRSTYLING TOOLS • Chatsworth, California • Jan. 2017 - July 2017**

**Content Manager / Lead Copywriter & Editor**

Wrote or edited web copy, press releases, promo banners, in-store posters, and affiliate ads. Headed content development with a focus on brand messaging, including authoring and managing our blog.

- Unified messaging on everything from CEO biography to product copy by reviewing and editing company website to create consistency and promote a polished, professional web presence.
- Created weekly assets involving new product launches, giveaways, and re-promotes by teaming up with photography and graphic design.
- Major contributor to determining brand personality and company philosophy by liaising with Marketing and communicating with PR and various other teams throughout large-scale brand refresh.

**BLUE SCANDAL KOREAN BEAUTY • Downtown L.A., California • July 2016 - Dec. 2016**

**Copywriter / Localization Editor**

- Managed all aspects of content creation, including creating copy, taking photos, designing graphics, writing and managing our blog, and publishing content.
- Wrote, edited, or localized all product descriptions and marketing assets.

**GETINTERVIEWS • Telecommute • Mar. 2013 - June 2016**

**Writer**

- Ghost-wrote corporate biographies, resumes, and other professional material for executives, scientists, and multimillion dollar high net worth individuals.

**Career note:** Freelance and project-based experience includes Copy Editor with Lectura Books, Web Content Writer with Remilon, and Contributing Writer with The Things, among others. Details on request.

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**EDUCATION**

**Bachelor of Arts in Liberal Studies, Minor in Spanish**  
California State University, San Marcos

**WRITING**

**Copywriting/ Copy Editing Portfolio:** [dianapaz.journoportfolio.com](http://dianapaz.journoportfolio.com)

**Fiction:** Timespell (Rhemalda Publishing, 2013) & other works

**USA Today Interview:**

[happyeverafter.usatoday.com/2016/01/13/sci-fi-encounters-diana-paz-talks-timespell-and-daughters-of-fate/](http://happyeverafter.usatoday.com/2016/01/13/sci-fi-encounters-diana-paz-talks-timespell-and-daughters-of-fate/)

**TECHNICAL SKILLS**

Microsoft Office (Excel, Word, Outlook) • Google Documents & Sheets • Keynote & PowerPoint • Mac & PC  
Adobe Creative / Photoshop • WordPress & Visual Composer • JIRA • Basecamp • Asana • Basic HTML

**LANGUAGE SKILLS**

Spanish (verbal/written)  
Alliteration Aficionado • Pun Pundit • Wordplay Wizard