

ESMERALDA DÍAZ CAMERON

Nutley, NJ 07110 – 201-306-4197 – ediazcameron@gmail.com – [LinkedIn Profile](#)

**Public Relations – High-Profile Media Management – Executive Messaging – ESG Reporting
Branding and Positioning – Crisis Communication – Corporate Social Responsibility
Writing/Copywriting – AI Integration in Communication**

QUALIFICATION HIGHLIGHTS

- Award-winning corporate communications leader with expertise in media relations, internal and external communications, and public relations strategies across diverse industries.
- Proven ability to develop and execute innovative communication plans, leveraging metrics, AI-driven tools, and cross-functional collaboration to align with organizational goals.
- Skilled in fostering employee engagement, promoting diversity and inclusion initiatives, and managing high-profile media and stakeholder interactions.
- **PR/Social Media Tools:** Factiva, Cision/PR Newswire, Hootsuite, Back Tweets, Google Analytics, MS Office, Viva Engage, YouTube, Facebook, Instagram, Twitter, Snapchat, Blogging, Skype, Web Content Management, WordPress.

CORE COMPETENCIES

- Media Relations
- Event Coordination
- Community Outreach
- Diversity and Inclusion
- Corporate Communication
- Analyst Relations
- Talent Management
- Social Media Strategy
- Employee Engagement
- AP and "Smart Brevity" Style
- Investor Relations
- Creative Storytelling
- Content Development
- Reputation Management
- Leadership Communication

AWARDS & ACCOLADES

- CATHOLIC PRESS ASSOCIATION OF THE US & CANADA ▶ **Catholic Press Association Awards**
- ACADEMY OF VISUAL ARTS ▶ **Communicator Award of Excellence**
- SAW HORSE MEDIA ▶ **First Annual "Shorty Award," Best Government Category**
- NJ LEAGUE OF MUNICIPALITIES ▶ **Best Public Relations Office in New Jersey**
- PR WEEK MAGAZINE ▶ **Highlighted as "Model for Municipal Communications"**
- WBGO 88.3FM PUBLIC RADIO "NEWARK TODAY" SHOW ▶ **Public Radio News Director's Award**
- Edison Annual Freedom Fund Awards – NAACP Metuchen ▶ **Ida Wells Award**
- NEW JERSEY ASSOCIATION OF MENTAL HEALTH AND ADDICTION AGENCIES ▶ **Award Recipient**

PROFESSIONAL BACKGROUND

[LUMEN TECHNOLOGIES](#) – Nutley, NJ ----- Jul. 2021 – Present

Lead Communications Consultant

- Support internal and external communications for CFO, CPO, and Chief Diversity and Inclusion Officer, encompassing about 57 communication strategies and PR initiatives, employee engagement content, investor relations, and ESG reporting, all aligned with corporate goals and AI leadership.
- Championed the IDEAS (Inclusion, Diversity, Equity, Allyship, and Social Impact) program and fostered engagement across 26,500+ employees as well as nine employee resource groups.
- Developed external and social communication plans to promote diversity recognition and coordinated external accolades for company leaders as Top 25 Diversity Change Leaders in 2024.
- Was acknowledged for various programs such as Spotlight, Kudos, Moments to Celebrate, and Stellar Teams for outstanding contributions.
- Work with Analyst Relations and Marketing to manage an annual average of 32 collaborative projects and coordinate C-Suite interviews to ensure cohesive messaging across internal, external, and social media communications.
- Create and execute innovative writing strategies under the "smart brevity" model and produce 289 company-wide communications annually which accounts for 70% of all communications, resulting in a 62%-65% click-through rate.
- Use platforms like Workiva, Workfront, SharePoint, and Poppulo to streamline projects and internal communications.
- Completed Dare to Lead training to enhance leadership & communication skills focused on teamwork and transparency."

[SLEEPSCORE LABS](#) – Nutley, NJ ----- Jan. 2021 – Jul. 2021

Public Relations Consultant

- Developed and implemented public relations strategies and provided media relations support and story pitching for CES 2021 (Consumer Electronics Show) and other company announcements.
- Collaborated with external partners to coordinate PR efforts and maximize impact.

[CREATIVE CIRCLE](#) – Nutley, NJ ----- Oct. 2020 – Jul. 2021

Public Relations Consultant

- Devised and led public relations strategies including content writing for press releases, blogs, and other print materials while repurposing content for social media.
- Secured press coverage and placements with traditional media and trade publications to enhance brand visibility.

[ARCHDIOCESE OF NEWARK](#) – Newark, NJ ----- Aug. 2019 – Oct. 2020

Public Relations Manager

- Led the development and execution of communication strategies to support the archdiocese’s vision, mission, and goals. Managed media relations as well as institutional, event-driven, and fundraising communications including the Annual Appeal and GoFundMe Parish Initiative.
- Created media opportunities and drafted press materials including about 16 news articles, press releases, and social media content along with story pitches and website updates for platforms like Catholic Advocate, Católico, and RCAN News Site.
- Prepared about 47 media reports, tracked news trends, analyzed social media performance, and coordinated media interactions, including press, photographers, and videographers, at Archdiocesan events.
- Joined committees like the COVID-19 Task Force and Women’s Commission to align communications with broader initiatives.
- Managed internal and external communications, media relations, and responses to daily media inquiries while overseeing four staff, three vendors, and the PR agency, MWW Group.

[T3 SHAMROCK MEDIA, LLC](#) – Nutley, NJ ----- 2015 – 2019

Public Relations Consultant

- Developed and executed public relations strategies including writing press releases, blogs, and print materials while identifying and pitching compelling stories to traditional and trade media outlets.
- Created and repurposed social media content to align with public relations initiatives and maximize audience engagement.
- Coordinated physical security consultation for media events involving high-profile guests such as political dignitaries and celebrities; oversaw media/guest check-in processes and managed event walk-throughs with assigned security details.
- Directed notable media projects such as the launch of SleepScore Labs at CES, featuring Dr. Mehmet Oz, SleepScore Labs CEO Colin Lawlor, and Dr. Michael Breus as the sleep expert.

[OFFICE OF MAYOR LUIS A. QUINTANA](#) – Newark, NJ ----- 2013 – 2014

Director of Communications/Spokesperson

- Directed media communications during the historic six-month mayoral transition, managed press events and reputation-building strategies, and led emergency crisis communications during 26 snowstorms.
- Planned and executed strategic communications for major events including Super Bowl Media Day at The Prudential Center, the Vince Lombardi Trophy Exhibit at Newark Museum, and the appointment of the city’s first female police director and first Hispanic female police chief.
- Coordinated high-profile engagements including a United Nations exchange meeting with a municipal delegation from Egypt and a photo shoot for Mayor Quintana to present Marc Anthony with Key to the City backstage at The Prudential Center.
- Managed Economic Development/SBA communications in collaboration with the Department of Economic Development and Brick City Development Corporation.

P R I O R Y E A R S

VERIZON WIRELESS HEADQUARTERS – NY Metro, Warren, NJ ▶ **Public Relations Manager** ----- 2012 – 2013
 OFFICE OF MAYOR CORY A. BOOKER – Newark, NJ ▶ **Acting Comms. Dir./Press Secretary/Spokesperson** --- 2008 – 2012
 AARP NEW JERSEY STATE OFFICE – Princeton, NJ ▶ **Associate State Director – Diversity Outreach** ----- 2005 – 2008
 UPN 9 WWOR-TV/Fox 5 WNYW – Secaucus, NJ ▶ **Public Affairs Producer** ----- 2000 – 2005
 CABLEVISION – Union City, NJ ▶ **News Anchor/Reporter (English/Spanish)** ----- 1996 – 2000
 PISCATAWAY COMMUNITY TV – Piscataway, NJ ▶ **News Reporter/Producer** ----- 1995 – 1996
 WRSU RADIO – New Brunswick, NJ ▶ **Radio Reporter/Producer** ----- 1991 – 1994

A C A D E M I C B A C K G R O U N D

[RUTGERS UNIVERSITY](#) – **BA Degree** – Major: Broadcast Journalism and Spanish
Leadership New Jersey ----- 2005

P R O F E S S I O N A L D E V E L O P M E N T

NJ SORA (Security Officer) License ----- Mar. 2018 – Present
 National Academy of Sports Medicine (NASM) Certified Personal Trainer ----- Aug. 2019 – Present
 Jurisdictional Crisis Incident Management – Incident Command Post, NJT Newark Penn Station, Texas Engineering Extension Service (TEEX) Emergency Operations Center.
 Certified U.S. Fire Administration (USFA) Type 3 Incident Management Team Manager, FEMA/National Fire Academy.
 Crisis Emergency Management Training for Operations Centers, Texas Engineering Extension Service (TEEX) Emergency Operations Center.
 Certified Advanced Public Information Officer to Respond to Weapons of Mass Destruction/Terrorism Incidents, Texas Engineering Extension Service (TEEX) Emergency Operations Center.