

DAISY M. DIAZ

GET IN TOUCH

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PROFESSIONAL PROFILE

Strategic marketing and communications leader with 15+ years of experience driving engagement, revenue, and brand growth. Proven track record of leading high-impact initiatives, from segmented messaging to large-scale partnerships and brand positioning.

Recognized with PR Daily's Nonprofit Communications Award for Event PR and Marketing. In 2024, led a national retail partnership that raised \$6.6M in three weeks—matching a full year of organizational revenue. Known for cross-functional leadership, high performance, and purpose-driven innovation.

INDUSTRY KNOWLEDGE

- Communications, Media Relations & PR
- Marketing
- Healthcare
- Public Health
- Government Affairs & Advocacy
- Media, Entertainment & Film

VOLUNTEER EXPERIENCE

Community Planning Group Member
Virginia Dept. of Health | 2016 - 2020

Appointed CHPG member, responsible for advising the VA Dept. of Health on statewide planning and harm reduction strategies, including needle exchanges and Narcan funding and trainings.

Funding Allocation Panelist
Virginia Dept. of Health | 2015

Invited to serve on a funding allocation panel for a disease prevention marketing campaign funded by the U.S. Centers for Disease Control and Prevention.

PROFESSIONAL EXPERIENCE

Director, Marketing & Communications

Breastcancer.org | Apr. 2023 - present

- Spearhead international PR strategy, positioning subject matter experts (SMEs) as thought leaders and research to enhance global brand awareness, reach, and impact
- Lead a cross-functional team in digital marketing, social media, graphic design, email strategy, donor communications, and brand awareness
- Cultivate strategic industry partnerships, integral to long-term growth
- Oversee banner ad creative, achieving ~1.2M+ monthly impressions

Key Achievements:

- Established a new retail brand partnership and led a national campaign, **generating \$6.6M+ in donations in 3 weeks, surpassing the organization's typical annual fundraising revenue in just three weeks**
- Delivered **2.4 billion impressions** for Breast Cancer Awareness Month across owned, earned, and paid media with a spend of only \$18,660—substantially under budget

Associate Director, Communications & Media Relations

American Diabetes Association | Mar. 2022 - Dec. 2022

- Led global media relations and internal corporate communications
- Managed the media team, social media team, and external agencies
- Developed messaging for all programs, including awareness month campaigns, international Standards of Care, and DEI partnerships
- Oversaw Spanish-language content and media opportunities
- Provided executive positioning (internal/external) for the CEO, Chief Scientific & Medical Officer, Chief Advocacy Officer, and others, including media, speechwriting, and presentation preparation
- Advised during crisis communications situations and identified potential PR issues
- Conducted media training for staff and brand ambassadors
- Collaborated with counterparts from Bank of America, Walmart, Abbott, American Heart Association, among many others

Key Achievements:

- Generated **~7B impressions** by identifying key abstracts for the 82nd Scientific Sessions and crafting high-ROI press releases
- Recognized with the Employee Spotlight Award (Sept. 2021) by CEO for expanding Spanish-language resources
- **Increased press release reach by 188% (from 78M to 225M)**
- Secured national media coverage on: Good Morning America, NBC, CBS, ABC, CNN, Univision, The New York Times, TODAY, ESPN, Reuters, U.S. News & World Report, and Kaiser Health News
- Appointed by the CEO to the inaugural DEI Council

DAISY M. DIAZ

EDUCATION & CERTIFICATES

Ragan Communications
Diversity, Equity & Inclusion
Certificate Course | June 2022
Remote

The College of William and Mary
Bachelor of Arts
Major in International Studies & Sociology
Williamsburg, VA

Mediterranean Center for Arts
Semester Abroad
Sicily, Italy

LANGUAGES

- English
- Spanish
- Conversational Dari

SKILLS

- Team Leadership
- Brand + Partnership Management
- Strategic Marketing
- Storytelling
- Project + Campaign Management
- Community Engagement
- Crisis + Reputation Management
- Content Creation
- Executive + Talent Preparation
- Market Research + Data Analysis
- Media Buying + Monitoring
- Social Media Trends
- Copyediting

TOOLS

- Cision & Meltwater
- PR Newswire & wire distribution
- Drupal, WordPress & Contentful
- Adobe Creative Suite
- Social Media Management
(Airtable, Hootsuite, Sprout Social)
- CRM & Email Platforms
(ActiveCampaign, SALSA, Mailchimp)
- Asana
- Slack

PROFESSIONAL EXPERIENCE (CONT.)

Communications & Media Relations Manager

American Diabetes Association | Apr. 2020 - Mar. 2022

- Coordinated media requests and prepped SMEs for interviews
- Developed communications plans, media pitches, press releases, talking points, and response statements

Program Manager, Social Impact Media

Kaiser Family Foundation | Jan. 2017 - Feb. 2020

- Managed print, OOH, radio, and TV media placements with \$10-250k+ budgets
- Acted as a Spanish-language media spokesperson and led editorial review of medical terminology for accuracy and cultural relevance
- Represented KFF as a public speaker and workshop leader at high-profile conferences, including the U.S. Conference on HIV/AIDS, ESSENCE FEST, the National Latinx Conference on HIV/Hepatitis C/Substance Use Disorders, and the VA HIV Prevention Summit, delivering impactful presentations and leading large-scale health screening events
- Associate producer of all PSAs from location scouting and film/photography crew selection, to the printing of billboards and identifying radio soundbites
- Managed external consultants and vendors

Casting & Media Director

Kaiser Family Foundation | Jan. 2016 - Dec. 2016

- Screened, interviewed, and selected final candidates for state and national public health awareness campaigns
- Conducted Spanish-language interviews with selected cast members for all PSAs
- Translated and transcribed subtitles for all PSAs, ensuring linguistic accuracy and audience engagement
- Developed strategic media placement plans for radio, TV, OOH, and digital formats

Marketing & Events Consultant

305 Communications and Events | Aug. 2015 - Dec. 2016

- Managed external engagement activations for the Congressional Hispanic Caucus Institute Public Policy Conference and Hispanic Heritage Month Awards
- Worked with the U.S. Secret Service advance team on a security screening process
- Recruited, trained, and managed event consultants and vendors

Marketing Manager, Integrated Marketing & Events

UnidosUS (formerly known as NCLR) | Jun. 2012 - Aug. 2015

- Fostered in-kind sponsorships with professional sports teams (NBA, MLB, and MLS)
- Secured new media partnerships (general market and Spanish-language media)
- Oversaw media budget of \$200k for print, out-of-home, radio, and TV placements
- Developed marketing and social media strategies which resulted in promotion and media coverage of the NCLR ALMA Awards, a live nationally-televised program on NBC (2.41M viewership); the NCLR Annual Conference (3,000+ attendees); and the National Latino Family Expo (30,000+ attendees)
- Managed Getty photography team for celebrity red-carpet events
- Recruited and trained interns and consultants