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# DAISY M. DIAZ

## EXECUTIVE MARKETING & COMMUNICATIONS LEADER

### PROFESSIONAL SUMMARY

Purpose-driven senior leader in marketing, communications, and media relations with proven success shaping brand narratives, building high-impact partnerships, and advising executives. Expertise in scaling visibility, revenue, and stakeholder engagement through innovative campaigns. Trusted advisor to C-Suite leaders, recognized for cross-functional leadership, reputation management, and measurable results. Award-winning strategist with global campaign experience and a track record of delivering billion-scale media impressions and multimillion-dollar fundraising results.

### CORE COMPETENCIES

- Executive & C-Suite Communications
- Brand Strategy & Market Positioning
- Media Relations, Crisis & Reputation Management
- Strategic Partnerships & Revenue Growth
- Integrated Marketing & Campaign Leadership
- Global PR & Thought Leadership Positioning
- Stakeholder Engagement & Advocacy
- Storytelling & Narrative Development

### BOARD & COMMUNITY LEADERSHIP

- Appointed Member, Community Health Planning Group – Virginia Dept. of Health (2016–2020)
- Funding Panelist, CDC-Funded Health Campaign – Virginia Dept. of Health (2015)

### PROFESSIONAL EXPERIENCE

#### Director, Marketing & Communications

**Breastcancer.org | Apr. 2023 - present**

Lead international communications and marketing strategy, overseeing PR, digital marketing, donor engagement, and brand partnerships. Drive global visibility for subject matter experts, content, and research through integrated campaigns.

- Directed a national retail marketing campaign that generated **\$6.6M in donations in just 3 weeks**—surpassing the organization’s typical annual fundraising revenue and marking the **highest-grossing campaign in its 25-year history**.
- Delivered **2.4B+ impressions** for Breast Cancer Awareness Month with minimal spend (\$20K), significantly outperforming budget.
- Built and currently lead a high-performing, cross-functional communications team across PR, creative, donor engagement, and social media.

#### Director, Communications & Media Relations

**American Diabetes Association | Mar. 2022 - Dec. 2022**

Oversaw global media relations and corporate comms, serving as a strategic advisor to senior leadership, including the CEO and Chief Medical Officer. Led an integrated comms team spanning social media (patient and HCP), marketing, brand operations, media relations, and external agencies.

- Generated **7B media impressions** for the Scientific Sessions, the largest international conference on diabetes, through strategic press campaigns.
- Increased average press release reach by **188%** through data-driven media strategy.
- Secured coverage across top-tier outlets: *Good Morning America, CNN, The New York Times, ESPN, Univision, Reuters*.
- Expanded Spanish-language strategy, growing social channels to **1M+ followers**, scaling patient campaigns, web resources, and media coverage; recognized with the Employee of the Year Spotlight Award.

## LANGUAGES

- English (Fluent)
- Spanish (Fluent)

## AWARDS & RECOGNITION

- PR Daily Award – Nonprofit Communications: Event PR & Marketing
- CEO Appointment – DEI Council, American Diabetes Association
- Employee of the Year Spotlight Award – American Diabetes Association (2021)

## EDUCATION & CERTIFICATES

- **The College of William & Mary**  
B.A. International Studies & Sociology
- **Ragan Communications**  
Certificate in Diversity, Equity & Inclusion

## TOOLS

- Cision & Meltwater
- PR Newswire & wire distribution
- Drupal, WordPress & Contentful
- Adobe Creative Suite
- Social Media Management Tools
- CRM & Email Platforms

## PROFESSIONAL EXPERIENCE (CONT.)

### **Communications & Media Relations Manager**

***American Diabetes Association | Apr. 2020 - Mar. 2022***

Advanced media relations, subject matter expert preparation, and press strategy during all critical campaigns. Provided crisis comms counsel and executive positioning.

### **Progressive Leadership Roles in Media & Social Impact**

***Kaiser Family Foundation | Jan. 2016 - Feb. 2020***

Held multiple roles leading media campaigns, casting, and program management. Oversaw \$500K+ budgets, secured national media placements, and represented the organization as a Spanish-language media spokesperson. Delivered keynote presentations at national conferences, including ESSENCE Fest and the U.S. Conference on HIV/AIDS.

### **Sr. Marketing & Events Manager**

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

Consulted on high-profile marketing and event strategies for national conferences and advocacy organizations.

- Directed large-scale activations for the Congressional Hispanic Caucus Institute's Public Policy Conference and Hispanic Heritage Month Awards, engaging policymakers, corporate sponsors, and media stakeholders.
- Partnered with the U.S. Secret Service to design and implement event security and executive-level protocols.
- Managed vendor recruitment, contract negotiations, and cross-team logistics to ensure seamless execution of VIP events and national-level campaigns.

### **Marketing Manager, Integrated Marketing & Events**

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

Directed integrated in-kind campaigns with NBA, MLB, and MLS partners. Secured multi-market sponsorships and executed marketing for nationally televised ALMA Awards on NBC (2.41M viewers), nationwide conferences, and family expos (60K+ attendees). Oversaw \$200K+ media budgets.