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DAISY M. DIAZ

SENIOR COMMUNICATIONS & PR LEADER

PROFESSIONAL SUMMARY

Senior communications and consumer PR leader with 15+ years driving earned media, cultural storytelling, and brand relevance for mission-driven health and lifestyle organizations. Trusted advisor to C-Suite executives, recognized for translating brand moments, partnerships, and campaigns into compelling consumer narratives that resonate across lifestyle, wellness, and multicultural media — generating billion-scale impressions and securing placements in top-tier outlets including Good Morning America, CNN, The New York Times, ESPN, and Univision. Proven track record building ambassador and talent partnerships with high-profile figures across sports and wellness, managing external PR agencies, and leading cross-functional teams. Bilingual English/Spanish strategist with deep experience reaching diverse consumer audiences through culturally resonant campaigns — and a record of delivering results at scale, including the highest-grossing fundraising campaign in a 25-year organizational history.

CORE COMPETENCIES

- Global Consumer PR & Earned Media Strategy
- Brand Storytelling & Narrative Development
- Cultural Relevance & Moment Marketing
- Lifestyle & Wellness Media Relations
- Ambassador & Talent Partnership Management
- Integrated Marketing & Campaign Leadership
- Agency Management & Cross-Functional Collaboration
- Multicultural & Bilingual Communications
- Executive & C-Suite Communications
- Crisis & Reputation Management
- Strategic Partnerships & Revenue Growth

PROFESSIONAL EXPERIENCE

Director, Communications & Marketing

Breastcancer.org | Apr. 2023 - present

Lead consumer communications and marketing strategy for a premier digital health organization, overseeing PR, earned media, brand partnerships, and ambassador programming. Drive cultural visibility for subject matter experts, research, and brand moments through integrated campaigns across lifestyle, wellness, and multicultural media.

- Directed a national retail marketing campaign with Walgreens 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), driving national consumer awareness through strategic earned media and culturally resonant storytelling.
- Built and currently lead a high-performing, cross-functional communications team across consumer PR, creative, donor engagement, and social media.
- Manage external PR agency relationships and guide day-to-day priorities to drive earned coverage.
- Developed and managed ambassador partnership program, securing and stewarding relationships with high-profile talent including WNBA champion Kahleah Copper, tennis legend Martina Navratilova, and Olympic gold medalist Elana Meyers Taylor to amplify brand visibility, earned media, and cultural reach across sports, wellness, and multicultural audiences.

PROFESSIONAL EXPERIENCE (CONT.)

Personal Milestone & Transition | Dec. 2022 - Apr. 2023

Communications & Media Relations Manager → Director, Communications & Media Relations American Diabetes Association | Apr. 2020 - Dec. 2022

Rose through progressive leadership roles overseeing media relations, consumer and multicultural PR, and integrated communications strategy, serving as a trusted advisor to C-suite leadership, including the CEO and Chief Medical Officer. Led cross-functional teams spanning consumer and patient social media, brand operations, media relations, and external agencies. Provided crisis communications counsel and executive positioning across all critical campaigns.

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

Progressive Leadership Roles in Media & Social Impact

Kaiser Family Foundation | Jan. 2016 - Feb. 2020

- Led national media campaigns and secured high-profile placements across consumer, health, and lifestyle outlets, managing \$500K+ budgets and representing the organization as a bilingual English/Spanish media spokesperson.
- Activated culturally significant platforms to drive brand visibility and audience engagement, including keynote presentations at ESSENCE Fest and the U.S. Conference on HIV/AIDS, positioning the organization within critical public health conversations.
- Developed and executed multicultural media and communications strategies that expanded reach across Latino, African American, and other diverse communities, connecting complex health narratives to consumer audiences through culturally resonant storytelling.

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, including large-scale activations for the Congressional Hispanic Caucus Institute engaging policymakers, corporate sponsors, and media stakeholders.

PROFESSIONAL EXPERIENCE (CONT.)

Marketing Manager, Integrated Marketing & Events

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

- Executed integrated brand and marketing campaigns with NBA, MLB, and MLS partners, translating high-profile sports partnerships into culturally resonant consumer storytelling opportunities across national media markets.
- Drove consumer visibility and cultural engagement for the nationally televised ALMA Awards on NBC (2.41M viewers) and large-scale family expos (60K+ attendees), managing \$200K+ media budgets and multi-market sponsorship execution.

EDUCATION & CERTIFICATES

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

BOARD & COMMUNITY LEADERSHIP

- Co-Founder & Communications Director, Bilingual Latino Community Nonprofit | 2023 – Present
 - Built and lead communications, community engagement, and membership growth strategy for a 2,000+ member organization serving the DC/MD/VA region.
- Appointed Member, Community Health Planning Group – Virginia Dept. of Health (2016–2020)
- Funding Panelist, CDC-Funded Health Campaign – Virginia Dept. of Health (2015)

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)

TOOLS

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

LANGUAGES

- English (Native Fluency)
- Spanish (Native Fluency)