

# DIANA COPELAND

## DIGITAL CONTENT PRODUCTION & COMMUNICATIONS

### WEBSITE

[www.dianacopeland.com](http://www.dianacopeland.com)

### EMAIL

[dianacopeland@gmail.com](mailto:dianacopeland@gmail.com)

### LOCATION

Washington, DC

### PROFILE STATEMENT

Experienced communications professional with a demonstrated history of working successfully in multiple high-pressure fields, including international advocacy, live television production, and non-fiction publishing.

### RELEVANT WORK EXPERIENCE

#### COMMUNICATION COORDINATOR

*White Ribbon Alliance / 2016 – Present / Washington, DC, USA*

- Oversaw a 29% increase in high value donations and a tripling of one-off donations by modernizing White Ribbon Alliances' donor engagement plans.
- Streamlined fundraising activities by launching WRA's first CRM (Salsa), a monthly giving program, and peer-to-peer fundraising platform.
- Conceptualized the data collection and analysis procedures - as well as created the website, promotional graphics, and marketing materials - for What Women Want, a year-long, global maternal health advocacy campaign.

#### RESEARCHER

*HBO's Real Time with Bill Maher / 2013-2016 / Los Angeles, CA, USA*

- Promoted from Executive Assistant to provide weekly guest coverage, fact-checking, and in-depth political research.
- Tasked with audience development and engagement through the show's official "Overtime" YouTube channel and @RealTimers Twitter account.

#### ASSOCIATE PRODUCER

*Efficiency Studios - MB Artists / 2011-2016 / Los Angeles, CA, USA*

- Developed Scott Carter's *The Gospel According to Thomas Jefferson, Charles Dickens & Count Leo Tolstoy: DISCORD*, taking the play from the draft stage to final production in 5 cities and publication within 2 years.
- Instrumental to bringing *ANN: The Ann Richards Story* to Broadway.

#### EDITORIAL ASSISTANT

*Octopus Publishing Group / 2010-2011 / London, United Kingdom*

- Worked across the cookery, children's, parenting, sports, and popular culture imprints while producing and marketing materials for one of the United Kingdom's largest publishing houses.

### EDUCATION

#### MA / PUBLISHING

*University College London*

2009-2010

#### BA / LITERATURE

*University of Florida*

2005-2009

### TECH SKILLS

*MICROSOFT OFFICE*

*ADOBE INDESIGN*

*ADOBE PHOTOSHOP*

*ADOBE PREMIERE PRO CC*

*HTML/CSS*

*WORDPRESS*

### EXPERTISE

*CAMPAIGN MANAGEMENT*

*CONTENT CREATION*

*COPYEDITING*

*DIGITAL ENGAGEMENT*

*DONOR RELATIONSHIPS*

*FUNDRAISING*

*REPORT WRITING*

*SOCIAL MEDIA MARKETING*

*THEATRICAL PRODUCTION*

*WEB DESIGN & ANALYTICS*