

# DIANA COPELAND

## SENIOR COMMUNICATIONS OFFICER

### EXPERIENCE

#### White Ribbon Alliance — Washington, DC

2018-Present: Senior Communications Officer

2016-2018: Communications Coordinator

- **Mobilizer:** Conceptualized and managed the data collection and communications efforts for [What Women Want](#), a groundbreaking advocacy campaign that amplified the human rights demands of 1.2 million women in 114 countries
- **Content Creator:** Modernized the communications department of an international women's health and rights organization while creating regular communications products ranging from annual reports, strategic plans, newsletters, videos and webinars, external presentations for the UN and WHO, social media toolkits, and digital fundraising campaigns
- **Strategizer:** Spearheaded structural improvements to the company's website, implemented SEO best practices, and created strategic marketing campaigns that increased website visitors by 350% and online donations by 50%

#### HBO's Real Time with Bill Maher — Los Angeles, CA

2015-2016: Researcher

2013-2015: Executive Assistant

- **Broadcaster:** Provided four seasons worth of in-depth political research, media engagement, and intensive logistical support for a high-pressured, live television show seen by over 4 million people each week
- **Communicator:** While working closely with celebrity guests, developed and distributed audience engagement products through the show's official "Overtime" YouTube channel and @RealTimers Twitter account

#### Efficiency Studios/MB Artists — Los Angeles, CA

2011-2013: Associate Producer

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

#### Octopus Publishing Group — London, UK

2010-2011: Executive Assistant

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

### EDUCATION

#### University College London — 2010

MA/PUBLISHING

#### University of Florida — 2009

BA/ENGLISH LITERATURE

### SKILLS

**Technical:** Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro, Audition); web design and analytics (including WordPress, Squarespace, Wix, and Google Analytics); digital engagement (including SEO, social and email strategy)

**Business:** Campaign management, content creation, event planning, global human rights advocacy, media relations, project management, cross-departmental workflows, report writing, budget creation, international logistical support

### INTERESTS

Volunteer tour guide at the Kennedy Center