

# Diana Wilson

## Professional Summary

OBJECTIVE: To use my creative talents for the joy of helping good companies achieve greatness. I am a leader, talented creative and inspire the best from teams and clients. Technically-savvy with outstanding relationship building, training and presentation skills.

Goal-oriented individual with a pleasant personality with a tenacity that knows no bounds. A multitasking advertising and Marketing Liaison considered highly ambitious, willing to meet or exceed monthly quotas and capable of maximizing brand awareness.

## Work History

01/2009 - Current

- **Founder, ProFileSports.TV providing Live Streaming Sports video for young athletes and amateur adult athletes.** Produced the app and websites for individual athlete ProFiles <https://www.profilesports.tv/> <https://portal.profilesportsapp.com/profile-2017> -

### VP of Marketing Hometown Networks, Marketing Manager

01/2017 - 11/2019

- **HTN Sports** - Business partner with Bill Rasmussen (founder of ESPN) Launched new interactive OTT sports channel and website <http://www.htnsports.com/>
- **American Express Global Marketing Manager**, - (1yr. contract) Produced printed marketing materials and slide decks for sales team and animated explainer videos for Multi-Currency Processing Products won Bronze ADDY Award for American Express with Flock of Pixels : [https://youtu.be/BeTq\\_rJZpX8](https://youtu.be/BeTq_rJZpX8).

## Accomplishments

- Executive Creative Director **DWWM** Addy Award Winning, Emmy Nominated and Nominated for Creative Director of the year in 2011 by my team from **Dynamic Worldwide Media**.
- Video work includes: 2010 **Phoenix Film Festival** Opener <https://youtu.be/v397085AoA8> , **KnockOut Energy** Drink video spots: <https://youtu.be/Kny1i-X8BPs> , **Cell-U-Wipes** trailer <https://youtu.be/1YEK0I0GmvQ> and **Sting-N-Linger** Hot Sauce commercial <https://youtu.be/vlW00kiBTYY>
- Saved DWWTWC \$3/4 of a million in production costs by bringing registration web redesign in house for **Dynamic Worldwide Training** Company <https://www.dwwtc.com/> Art Director **RS Medical** Designed a wide variety of training materials, products, and displays for a national sales force of 400 medical device representatives including new tradeshow booth and managed a \$2 million dollar budget for a national sales meeting <https://dba-dianabarrowsads.com/>
- Art Director **Henry V Events** concept and design for numerous fortune 500 company events: Adidas, Freightliner, Hewlett Packard, Disney...

## Affiliations

- Phoenix Film Foundation Board Member - 2011 - 2014
- Phoenix Advertising Federation Board Member - 2011 - 2013
- AAF Addy Awards Committee 2011

## Skills, Awards and Volunteer Work

- Experienced and results-oriented marketing professional with proven leadership, communication skills and ability to problem solve. Demonstrated history of creating, managing and implementing marketing strategy to drive revenue while cutting costs utilizing video, social, email, content marketing and experiential marketing.
- AAF Addy Awards 2010-2011
- 2009 Golden Note Award City of Gresham's highest award for public service for work done for My Father's House Homeless Family Shelter - 2005 - 2009 Wrote the curriculum and aught a weekly financial workshop to aid in the reeducation of residents of the shelter entitled Money Matters, based on the sound money management principles provided by Dave Ramsey's Financial Peace University, among other sources tailored for this unique audience.
- Rosey Merrit Awards 2008 Portland Ad Federation

## Hobbies

### golf

Enjoy the game and the opportunity to get to know people. You can learn a lot about a person on the golf course.

doingbusinessads@gmail.com

602-672-7327

102 Rainbow Dr., Livingston, TX 77351

Willing to relocate anywhere.

## Portfolio

- [doingbusinessads.com](http://doingbusinessads.com)
- <https://doing-business-ads.business.site/>

## Videos

- <https://vimeo.com/user4159263>
- <https://www.linkedin.com/in/dbarrows>

## Skills

- Expert in graphic design and managing production for print and video
- All industry standard software Adobe Suite CC including: Photoshop, Illustrator, InDesign, Premier and some After Effects.
- Social Media Marketing
- Art Direction of Video and Photography
- Project Management Web design, coding with HTML, some CSS
- Illustration - Pencil sketch, marker or CG comps & storyboards
- Illustrator of Children's books & Animations, 3D and mixed mediums
- Logo and Theme Design
- 3D, Trade Show Booth and Set Design for Live and Video Broadcast

## Education

- **PNCA** (Pacific Northwest College Of Art)
- **Ai of Portland** Portland, OR
- **Portland Community College** Portland, OR Business
- **University Of Oregon** Portland, OR Extension Classes Adobe Photoshop
- **Mt. Hood Comm College**
- and **Clark Community College** Vancouver, WA Calligraphy & Photography

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- **West Virginia University** Morgantown, WVA Graphic Design/Associates of Arts

## Certifications

- Health Insurance Portability And Accountability Act (HIPAA) Vancouver, WA
- Certified Emergency First Responder Vancouver, WA
- High Performance Professional Series Training