

# DIANA M. BARNES-BROWN

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## SUMMARY

Talented writer, editor, and communications professional with experience in fields and subject areas including medical/med tech, public health, social sciences, law, and linguistics. Skilled in print and digital media from traditional print marketing to managing social media, working with CMS, and optimizing SEO. Enthusiastic autodidact who values both independent work and the strength of collaboration.

## PROFESSIONAL EXPERIENCE

### **Writer, Editor, and Communications Consultant, Freelance/Part-time**

May 2000 – present

- Grow customer bases and audiences for businesses and individuals through electronic and print media including brochures, press releases, fact sheets, newsletters, feature articles, speeches, interviews, and web content to help organizations and clients meet marketing and communications goals.
- Provide consulting services, content, and project management for social media, blogging platforms, and related digital marketing, communications, and PR projects, consistently achieving three- to six-fold growth within the first six months of account management.
- Manage writing, editing, and marketing/communications projects, alone and in collaboration, to create innovative and integrated web and print media and publications.

### **Editor and Communications Associate, National League for Nursing**

February 2010 – present, New York, NY

- Research, write, and edit test items, blueprints, instructions, and other content related to the NLN's standardized testing products, revising approximately 30 exams and editing several thousand additional test questions annually to enable new and updated product launches.
- Write and edit marketing materials including product promotion slicks, newsletters, web copy, holiday marketing correspondence, and other seasonal marketing campaigns to increase NLN testing product sales.
- Manage the NLN Facebook page and co-manage the development of a comprehensive social media plan. In 2 year of account management, launched CEO Facebook page and NLN LinkedIn page and grew existing NLN Facebook supporters from fewer than 900 to 7,050 and counting.
- Increase conference attendance, sale of academic and training materials, and public awareness of the NLN by writing and editing web copy, brochures, event promotions, and other materials as needed.

### **Communications Associate, National Center for Children in Poverty (NCCP), Mailman School of Public Health, Columbia University**

October 2008 – October 2009, New York, NY

- Created news releases on health, economic, and policy research; assisted with media relations and outreach.
- Managed social media, launching the NCCP's Facebook page and achieving five-fold growth in in one year.
- Project manager and lead author: NCCP White Papers, a series designed to raise awareness of central NCCP issues and advance NCCP's advocacy agenda.
- In collaboration with web manager, responsible for web production of NCCP publications and other online content to make vital research available to policymakers and others key stakeholders.
- Contributing writer and editor to multiple communications, research, and development publications.

**Technical Writer and Editor, RAISE Initiative, Mailman School of Public Health, Columbia University**

February 2007 – September 2008, New York, NY

- As a member of a three-person communications team, successfully branded RAISE Initiative and Reproductive Health In Emergencies Conference through strategic print and web communications, resulting in significant increases in conference attendance and the organization's public profile.
- Wrote and edited original advocacy and health communications materials including RAISE brochure and conference materials, advocacy fact sheets, and public health journal articles.
- Coordinated participation in annual Global Health Council conference and led on-site communications activities.

**Development Associate, New York Law School**

February 2006 – December 2006, New York, NY

- Wrote donor correspondence, web content, brochures, and reports resulting in increased alumni solicitation, event attendance, giving, and growth in alumni support and participation.
- Was key staff member in editing annual report, capital campaign materials, and other publications.
- Held central role in planning and managing development and alumni events.

**Instructor, the English Language Institute (ELI), University of Hawaii at Manoa**

January 2005 – January 2006, Honolulu, HI

- Taught undergraduate ESL writing course for advanced non-native speakers of English, significantly improving their English writing and editing skills.
- Aided in instructor and course development through curricula and teaching methods research.
- Created and piloted original lessons and teaching materials using evidence-based practices.

**LASPAU: Academic and Professional Programs for the Americas, Harvard University**

December 2000 – May 2004, Cambridge, MA

**Program Assistant**

February 2002 – May 2004

- Supported program officers, grant makers, and other stakeholders in grant management.
- Wrote and edited for Annual Report, grantee information packets, and other publications.
- Performed bilingual (Spanish/English) student advising and assisted students with time-sensitive travel and immigration tasks including visas and other immigration documents.
- Designed and implemented database for student financial and immigration data.

**Staff Assistant**

December 2000 – January 2002

- Performed bilingual reception and administrative duties.
- Edited staff newsletter.
- Conducted Internet research projects.

## **EDUCATION & SKILLS**

**Bachelor of Arts in English** (Literature with Distinction-level verse thesis), Vassar College, 2000.

**Computer and web:** highly skilled in Internet research and social media; skilled in HTML, web content management, and SEO; advanced MS Office; working knowledge of Adobe Creative Suite.

**Languages:** native English speaker with excellent grammar and vocabulary skills; proficient in Spanish; beginning German and French.