

## HOPE DIAMOND

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As a strategic public relations professional and special events producer with a proven track record of building A-list brands through imaginative and creative efforts; I developed, managed and executed successful events, publicity and brand campaigns in the entertainment industry, corporate, tourism, non-profit industry, television production, sports and special events.

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### **Hope Diamond Public Relations**

November 2010 - Present

#### Owner

- Own and Operates a full-service boutique public relations agency.
- Sample client roster includes: , " DIRECTV's "Celebrity Beach Bowl" at Super Bowl XLVII and "Super Saturday Night" party with Justin Timberlake; DIRECTV's new series "Rogue"; the theatrical production of "Aftermath" starring Anne Potts, Guinness World Record Museum's American's Tallest Married Couple event and Mark Steines, host of Hallmark Channel's Home & Family.

### **The Walt Disney Company**

October 2006 – October 2010

#### Vice President of Media Relations, Disney Channel/Disney XD

- Developed and executed press campaigns and strategies that built the Disney Channel brand and its original programming; raised the profile of the executive team; launched Disney XD; and advanced corporate programs such as Disney's Friends for Change, a company multi-platform environmental initiative that helps kids help the planet.
- Built multi-faceted press campaigns resulting in top-tier coverage for all Disney Channel and Disney XD's original programming including the global phenomena *High School Musical 2*, *Hannah Montana*, the Emmy Award-winning *Phineas and Ferb*, and *Wizards of Waverly Place*, among others.
- Led a team of seven executives; developed strategic messaging for the senior executive team and stars; executed press junkets and red carpet events in Los Angeles, New York and Orlando that included press from around the world.
- Orchestrated campaigns that created stars such as Miley Cyrus, Selena Gomez, Demi Lovato and Jonas Brothers.
- Worked in a cross-functional capacity with Disney Parks and Resorts, Consumer Products, Music Group, Brand Marketing, Cruise Lines, among others.

### **Shepley Winings Diamond Public Relations**

July 1996 – October 2006

#### Partner

- Worked in various roles throughout the years, eventually elevating to the role of Partner.
- Led a team of 18 employees, overseeing a variety of accounts that included television programs, entertainment and corporate projects, and coordination of special events.

Instrumental in securing new business, developing strategic plans, and overseeing budgets.

- Corporate clients included: DisneyHand, the Worldwide Community Outreach for The Walt Disney Company; Universal Pay-Per-View; Major League Baseball/ Mervyn's Bases To Benefit RBI; Clay Aiken's Voices for Change Gala; Almost Human, a special effects make up studio; Walt Disney Internet Group's properties including Oscar.com, ABC.com, Mr. Showbiz; EAS' fitness documentary *Body of Work*; Mervyn's Beach Bash 2001, an extreme sports and volleyball tournament festival, Charmed Technologies; and many others.
- Television experience included: network campaigns for SOAPnet, MSNBC, GSN and Fine Living Network; prime time programming for shows such as *The King of Queens*, *Las Vegas*, *Heroes*, *The Guardian*, *American Family*, *The District*, *Any Day Now*, *Family Law*, *The Pretender*; reality programs such as *Soap Talk*, *I Wanna Be A Soap Star*, *The Bachelor*, *Worst Case-Scenario*, *Home and Family*, *Who Wants to Marry a Multi-Millionaire*; award show campaigns and red carpets for *The Disney Hand Teacher Awards*, *SOAPnet's Soap Opera Digest Awards*, *G-4's G-Phoria Awards*, *AZN's Awards of Excellence*; among many others.
- Represented Kirsten Dunst, Mark Steines, Carlos Bernard, Christopher McDonald, Cristian de la Fuente, Danica McKellar, among other personalities.

## **Lapin East/West Public Relations**

August 1990 - July 1996

### Director of Entertainment

- Developed and implemented strategic public relations campaigns for Toyota Pro/Celebrity Race, Raging Waters Theme Park, Playboy Entertainment Group/Playboy TV, Jerry Herman's Broadway at the Bowl, Jimmy Connors/Martina Navratilova Battle of Champions, Matrix Essentials Evert Cup, Sesame Street Live, the T.J. Martell Foundation, the Hollywood Christmas Parade and numerous celebrity hockey games.
- In addition to securing media placements, my expertise extended to celebrity recruitment and coordination for corporate and special events such as the PGA Championship Celebrity Challenge, ATP Men's Tour Smash Tennis, Upper Deck Field of Dreams Charity Baseball Game, Creamette Pasta Celebrity Cook-Off and IOF Foresters' Bowling For Miracles.

### **EDUCATION:**

California State University, Northridge: Bachelor of Arts Degree in Speech Communication; specialization in Public Relations

### **REFERENCES:**

Available upon request