



Diana Riesenberger

Marketing, Communications
& Advancement

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Objective Statement

My goal is to foster communication that effectively engages audiences, and connects organizational values with community relevancy.

Work Experience

Marketing Specialist Jan 2020 – Present

Quiet Hour Ministries, Loma Linda, CA

Social media management, content creation, graphics and scheduling. Writing for website, blogs, newsletters and digital campaigns. Content calendar planning and performance analysis. Event support and mission trip photo & video.

Trust Services Marketing Jan 2020 – Jan 2023

Southeastern CA Conference of SDAs, Riverside, CA

Marketing for Planned Giving & Trust Services Department including strategy, writing, graphic design, social media management, events and presentations.

Communications & Marketing Director Jan 2018 – Mar 2018

CPL International Ministries, Loma Linda, CA

Communications and marketing management: campaign coordination, graphic design, writing and other communications. Donation processing via ETapestry.

Operations Manager Jan 2017 – Dec 2017

Worldwide Translations, Henderson, NV, 800.293.0412

Project management, translator coordination, layout for multi-language documents.

Administrative Support Aug – Dec 2017

Loma Linda University School of Dentistry, Loma Linda, CA

Communications, event support, and applicant assistance.

Public Relations Officer & Designer Sept 2012 – Nov 2016

Asia-Pacific International University, Muak Lek, Thailand, +66 03.672.0777

College fairs, event coordination and media relations. Graphic design, lead publications editor, marketing and communications.

Publications & Communication Specialist Feb 2012 – Aug 2012

Andrews University, Berrien Springs, MI, 269.471.3399

Managed university course catalog, CAPP programming, communications for registrar publications and website, communication process and training plans.

Graphic Designer, Office Manager June 2010 – May 2011, April – June 2009

Asia-Pacific International University, Muak Lek, Thailand, +66 03.672.0777

Managed and coordinated marketing. Trained student workers.

Graphic Designer, Project Manager Jan – June 2010

Hope for Bangkok, Bangkok, Thailand +66 087.818.2641

Project management, communications, design, new branding, trained coworkers.

Graphic Designer Sept 2007 – April 2008

Seattle University, Seattle, WA, 206.296.6116

Supported creative team. Graphic design from concept to production.

Graphic Designer May 2005 – May 2007

Cornish College of the Arts, Seattle, WA, 206.726.5169

Created graphic designs from concept to production. Project archive process.

Education

MBA, Marketing Thesis, Asia-Pacific International University, 2016

Post-Baccalaureate Certificate in TESOL, Seattle University, 2008

BFA in Graphic Design, Cornish College of the Arts, 2005

California College of Arts and Crafts, 1999

Awards & Participation

Social Media, Graphics, 24/7 United Prayer, Global Movement, April 2020

Social Media, Website, Bulletin, IEFSDA Church, Redlands, CA, Jan 2020

VBS Director, IEFSDA Church, Redlands, CA, July 2019

Outreach Coord., APIU Church, Thailand, Sept 2013 – Nov 2016

Teen Bible Class Coord., APIU Church, Thailand, Sept 2012 – Nov 2016

Volunteer, ASAP, Cambodia, Feb 2009, Feb 2008, July 2007

Volunteer Teacher, Seattle, WA, Sept–Oct 2008

CASE 8 Award for Seattle University Magazine, March 2008

Guest Speaker for Retreat, Yosemite, CA, Aug 2007

Guest Speaker, Youth Camp, Sweden, April 2007

Artwork featured in Art Mini, Brooklyn, NY, April 2007

Volunteer, St. Mary's Foodbank, Seattle, WA, May – July 2006

Guest Speaker & Volunteer, Youth Camp, Rapidan, VI, June 2006

Artwork featured in Cooley Collection, Seattle, WA, 2005

Valedictorian & Speaker, Cornish College, Seattle, WA, May 2005

Co-Editor, Birds & Whistles, Cornish College, Seattle, WA, 2003–2005

Skills

Design & Video: Adobe InDesign, Photoshop, Illustrator, Express, Premiere Pro; Final Cut Pro; Canva; CapCut; Artlist

Digital Marketing & Social: Hootsuite, Metricool, Later, Mailchimp

Web, CMS & CRM: WordPress, Joomla, Drupal, Raiser's Edge, Blackbaud/Luminate, eTapestry

Business & Project Tools: Microsoft Office, Adobe Acrobat Pro, Airtable, ClickUp, FileMaker/Claris Pro

Photo & Video: Direction & Editing

Illustration & Printmaking: Etching, Intaglio, Woodblock, Bookmaking, Letterpress

Additional Skills: Writing, Editing, Tour Guiding & Public Speaking