

Diana McQueen

www.dianamcqueen.com

PROFESSIONAL SUMMARY

Dynamic and results-oriented creative professional with 10+ years of experience in creative management, multimedia design, illustration, cross-discipline collaboration, multi-stream publication oversight. Comfortable in high-pressure environments, with a strong emphasis on clear communication and effective team leadership. Adept at blending technical expertise with a passion for mentoring and guiding diverse teams. Professional goals include finding a long-term creative position that utilizes all skills and creative interests.

PROFESSIONAL EXPERIENCE

Senior Content Editor, Business Publications

October 2022 – Present | Aetna/CVS | Remote

- Developed strategic content showcasing Aetna's strengths, aligning storytelling with business objectives.
- Collaborated with cross-functional teams to streamline publication processes and optimize workflow.
- Produced feature articles through interviews and research, employing investigative techniques for compelling narratives.
- Managed editorial calendar, ensuring timely completion of deliverables.
- Leveraged analytics to refine content strategies and improve audience engagement.

Creative Director & Community Manager

March 2021 – November 2022 | Nihongo Master LLC | Remote

- Directed creative and marketing teams, shaping strategy for social media, PR, ad placement, and design.
- Managed the production pipeline, coordinating efforts across design, audio, and sound teams.
- Improved customer service processes, leading to faster response times and higher satisfaction rates.
- Delivered executive insights through detailed reports, contributing to strategic decision-making.
- Boosted profits within three months through refined marketing strategies and optimized SEO.
- Launched a Partners Program, securing sponsorships and strategic partnerships to expand outreach.

PR & Communications Manager

March 2019 – February 2021 | Japanese Embassy | Washington, DC

- Led digital strategy, enhancing the Embassy's online presence and engagement.
- Organized events for the Ambassador, managing guest lists and event logistics.
- Advised on American English standards to improve communication effectiveness.
- Produced multimedia content, including photography and video, for outreach and events.
- Crafted social media content, aligning messages with diplomatic objectives to reach diverse audiences.

Founding Producing Director / Actor

2012 – 2019 | McQueen and Company LLC | Raleigh, NC

- Founded a production company, establishing brand identity and managing business operations.
- Directed photo shoots and live performances, ensuring high creative standards from concept to completion.
- Enhanced social media presence, driving brand engagement through strategic content.
- Led PR campaigns and organized fundraising events to support company growth.
- Promoted diversity and inclusion, fostering an inclusive culture in theatre productions.

Multimedia Communications Designer

2009 – 2011 | Communications Office, Colby College | Waterville, ME

- Designed UI and graphics to elevate user experience and website aesthetics.
- Produced video content to support digital storytelling and engagement campaigns.
- Managed social media, increasing visibility and interaction.
- Contributed to Colby Magazine with articles that reinforced the college's brand narrative.
- Led a website redesign, improving interactivity and navigation.
- Developed SEO strategies to boost website and social media traffic.

Lead Designer & Editor

2007 – 2009 | E-Line Media | New York, NY

- Spearheaded the redesign of ComicSpace.com, enhancing user engagement and platform usability.
- Edited and ran community at Girlamatic.com, a curated webcomic zine.
- Managed a community of independent artists, fostering collaboration and supporting content creation.
- Built strong client relationships, delivering customized design solutions.
- Designed brand identity for a new online comic platform, positioning it in the digital market.

Assistant Creative Director

2006 – 2008 | PBS KIDS | Arlington, VA

- Designed and consulted on user interfaces for PBS web properties, enhancing user experience.
- Managed web, print, and on-air promotional projects to increase engagement.

- Coordinated full-color print ads, maintaining production quality.
- Developed an educational video game through a government grant, promoting literacy through interactive design.
- Conducted quality assurance for web UX/UI and gameplay, ensuring optimal user experience.

EDUCATION

Bachelor of Fine Arts (BFA) in Design & Minor in Japanese

2000 – 2004 | *University of North Carolina at Greensboro (UNCG) | Greensboro, NC*

- Awarded scholarship for a study abroad program at Nara Women's University in Japan, enriching cross-cultural understanding and design skills.

CERTIFICATIONS

- Adobe Certified Expert (ACE) | Adobe | June 2019
- Unity Certified Associate | Unity Technologies | March 2024
- Game Design and Development | Coursera | August 2022
- Narrative Design for Video Games | Domestika | April 2023

TECHNICAL SKILLS

- **Design:** Adobe Creative Suite: InDesign, Illustrator, Photoshop, Mac OS environment, typography and logo design
- **Game Development:** Unity, Unreal Engine (Basic)
- **Web Development:** HTML/CSS, JavaScript/PHP (Basic)
- **Project Management:** Jira, Asana, Confluence
- **Audio/Video Editing:** Adobe Premiere Pro, Final Cut Pro, Audacity
- **Office Environment:** Microsoft Office 365 Suite: Word, Excel, Outlook, and Teams

ADDITIONAL INFORMATION

- Language Proficiency: Japanese (Intermediate)
- In-depth experience in Japan, with strong understanding of Japanese culture and etiquette, plus popular media such as manga, anime and games.