

# DIANA JARRAH

3960 Whistle Train Rd, Brea • 714-612-5878 • dianajarra@gmail.com  
<https://www.linkedin.com/in/dianajarra/>

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I'm a communications professional with 4+ years of experience bringing stories and experiences to life, from securing placements in *NPR* and *the LA Times* to producing company-wide events that connected 100+ employees. Skilled in media monitoring, trend analysis, and cross-functional collaboration, I'm driven by the challenge of translating complex ideas into campaigns that inspire and engage. Currently pursuing my MA in Public Relations & Advertising at USC Annenberg, I'm passionate about shaping how people experience innovation in the consumer tech space and helping brands communicate their purpose with authenticity and impact.

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## WORK EXPERIENCE

### **Operations & Internal Communications Manager, Signature Design** Jul 2024 - Present

- Lead planning and execution of company-wide town halls and executive Q&As with 85%+ employee participation, shaping messaging and ensuring smooth event logistics.
- Launched a digital comms hub (Teams + SharePoint) that streamlined event coordination, cross-department alignment, and resource sharing for 100+ employees.
- Partnered with leadership to develop agendas, itineraries, and tracking grids for internal events, reducing planning inefficiencies and saving 10+ hours/week.

### **Senior Account Executive, Gateway Group** Dec 2023 - Jul 2024

- Managed media monitoring and reporting in Cision, delivering detailed coverage reports and actionable insights that drove a 2x increase in engagement for a B2B tech client specializing in laser manufacturing technology.
- Partnered with directors to support client events and activations, contributing to strategy, logistics, and content development.
- Prepared executives for high-profile interviews (TechCrunch and Bloomberg) through customized briefing documents, key messaging frameworks, and mock Q&A sessions.
- Owned weekly client communications across 4–5 accounts, aligning deliverables, coordinating cross-functional teams, and surfacing timely trend insights that informed product launches and campaign pivots.

### **Account Executive, Gateway Group** Mar 2022 - Dec 2023

- Engaged proactively with reporters on social platforms, sharing tailored story angles, and surfacing trending industry topics to my director and team, efforts that supported coverage in Bloomberg, NYT, and TechCrunch.
- Researched and built targeted media lists of 200+ journalists across sustainability, fintech, and enterprise tech, ensuring outreach was aligned with client priorities.
- Sourced and coordinated speaking opportunities for a blockchain client, securing a solo headlining slot at Blockchain Event 2023 that positioned the CEO as a thought leader in Web3.
- Authored monthly blog posts for healthtech and home insurance clients on technical topics such as AI-driven underwriting, leading to contributed bylines in top trade outlets including Insurance Journal.

### **Marketing & Communications Specialist, Access California Services** Apr 2021 - Mar 2022

- Successfully publicized nonprofit's efforts in supporting Afghan refugees on FOX LA, CBS News, ABC 7, Associated Press, and Orange County Register.
  - Created informational pamphlets, fact sheets, and graphics in partnership with public agencies, such as Orange County Health Care Agency (OCHCA), to bring awareness to mental health services and Covid-19 vaccinations to Middle-Eastern and Hispanic populations in Orange County, CA.
  - Slashed organization's transportation costs by securing a recurring \$15,000 partnership with Uber to bring free rides to doctor appointments for Afghan refugee clients.
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## EDUCATION

**Master of Arts in Public Relations & Advertising**  
University of Southern California

**Bachelor of Arts in Communications**  
California State University, Fullerton