

LISA MAREE OLSON DIAZ

Houston, TX

Portfolio and Recommendations: lisaolsondiaz.com

LinkedIn: lisaolsondiaz

Professional Summary:

High-performing public relations, marketing, and events executive, with extensive international experience in corporate and non-profit communications, project management, account management, fundraising, branding, strategic sales, and event planning. Accomplished in exceeding budgeted growth goals by conducting detailed market research, building diverse global relationships, managing social media engagement, creating compelling media kits and promotional materials, and planning thousands of memorable events in collaboration with client partners, guests, colleagues, and local media.

Professional Experience and Skills:

Public Relations and Marketing:

- ◆ Led development and creation of high-quality integrated communications strategies and campaigns for up to 23 accounts at a time utilizing public relations, media training, influencer and community partnerships, social media, email marketing, digital and traditional advertising, website development, branding and graphic design tactics
- ◆ Directed a 9,000-member international closed Facebook page as well as other social media platforms
- ◆ Edited and distributed digital monthly newsletters to 13,000 members in over 130 countries
- ◆ Wrote and produced published feature articles, pitches, press releases and media kits resulting in media coverage, social media and advertising copy, annual reports, signage, email marketing templates, letterheads, invitations, business cards, menus, brand toolkits, logos, presentations, protocols, blogs, branding videos, graphics and more
- ◆ Co-hosted radio programs, appeared on television shows and served as a spokesperson, performing artist, and emcee

Project, Account and Event Management:

- ◆ Managed project, client accounts, graphic design, advertising, copywriting, marketing, sales and events departments
- ◆ Initiated and supervised restructuring of internal processes and procedures, meeting cadences and agendas, campaign briefs and measurement reports to improve efficiency, productivity and internal and external communications
- ◆ Successfully negotiated progressive elaboration of project budget, schedules, quality and scope with clients
- ◆ Coordinated logistics, set performance metrics, evaluated analytics, and managed customer relationships to ensure strategic deliverables met clients' key performance indicators on time and within budget
- ◆ Provided consulting services for thousands of events including logistics, scheduling, budgeting, design, and menu selection
- ◆ Facilitated recruiting activities as well as interviews, training, delegation, review and terminations of managers and employees
- ◆ Organized non-profit galas, fundraisers, client entertainment and promotional events

Fundraising, Development, and Sales:

- ◆ Prepared detailed proposals and successfully negotiated contract, scope and terms resulting in \$53,000 in new business in two months, a 10% increase in revenue year over year
- ◆ Created a sales funnel and organization procedures for lead generation and proposal processes
- ◆ Managed sales strategy, financial transactions and bookkeeping to achieve continuous growth and exceed planned target goals
- ◆ Conducted research using Boolean logic, qualified leads and engaged in successful negotiations
- ◆ Developed strategic marketing plans, budgets, data analysis, sales forecasts, and market update reports
- ◆ Held leadership roles in multiple networking and philanthropic organizations

Employment and Leadership Positions:

Founder and CEO

December 2022- Present

Sirenlis Creative Communications (Houston, TX)

Senior Manager of Client Accounts, Marketing and Business Development

June 2021 – August 2022

Like Minds Communications (Houston, TX)

Interim Communications Chair and Member of the Board of Governors

March 2021 – September 2021

Up with People International Alumni Association (130 Countries)

Marketing, Sales, and Events Manager

January 2003 – June 2020

Morton's The Steakhouse (Texas, California, and Louisiana)

Director of Communications

November 2017 – November 2018

Executive Women International, E.W.I. (Houston, TX)

Education:

Bachelor of Arts in Communications/Public Relations
Minors in International Business and Spanish
Loyola University New Orleans (New Orleans, LA)

Continuing Education Certificates:

Diversity, Equity and Inclusion in the Workplace, Google Analytics, Google AdWords, Microsoft Teams, WordPress, Adobe Photoshop, Social Media and Media Relations
University of South Florida, Metrix Learning, Skillsoft & Muck Rack

Awards and Recognition:

- ◆ Sales Excellence Award for being one of the top 5 Sales, Marketing, and Events Managers in the company
- ◆ One Million Dollar Club Sales Awards
- ◆ Sales Growth Award for Top Ten Target Accounts for a 485% increase over the previous year
- ◆ Representative of Up with People at the State of the World Forum for Emerging Leaders in Monterrey, Mexico
- ◆ Representative at the International Junior Achievement Company Masters Program in Washington, D.C.
- ◆ Junior Achievement Public Relations Vice President of the Year Award

Technology:

Adobe Photoshop	Google AdWords	Microsoft Teams	Trello
Adobe Illustrator	Google Workspace	Open Table	Twitter
Canva	Instagram	Salesforce CRM	WordPress
Facebook	LinkedIn	Slack	YouTube
Google Analytics	Microsoft 365	Teamwork	Zoom

Philanthropy & Networking:

Up with People International Alumni Association	Texas Business Travel Association
Public Relations Society of America (P.R.S.A.)	Houston Insiders
Executive Women International (E.W.I)	Trees for Houston
Greater Houston Partnership	The Leukemia and Lymphoma Society
Chambers of Commerce	Junior Achievement