

Diane Karagienakos
28A Glover St.
San Francisco, CA 94109
diane_k_usa@yahoo.com
415.279.8791



SKILLS & ABILITIES SUMMARY

- Outstanding oral & written communication skills
- Creative problem solving
- Visionary project management: balancing challenge with taking risks
- Exceptional Organizational Ability: focus, determined
- Excellent negotiation & diplomacy skills
- Tireless networking and dogged sticktoitiveness

PROFESSIONAL ACHIEVEMENTS

PROJECT MANAGEMENT

- Created and executed award-winning (“Best of SF Fringe”) online marketing campaign which resulted in sold out screenings and performances in New York, Los Angeles and San Francisco.
- Designed and developed successful Facebook, Myspace, and Youtube no-cost, online marketing campaigns that sold out 4 performances in the 2008 SF Fringe Festival.
- Simultaneously produced stage show and feature film of the same name (from pre-production to post-production) within budget and on schedule.
- Recruited, trained, and managed 200 volunteers for international film festival events.
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CLIENT RELATIONS

- Guest Relations Executive for high net-worth casino clients. Responsibilities included handling all ground/air travel, entertainment, onsite arrangements, opening and managing large credit lines, settling financial transactions and disputes, determining RF&B comp status.
- Client Specialist for elite Marin County dating agency. Customer issues included: date feedback, financial disputes, and complaints about matches and company service.
- Liaison between artists and clients in high-stress environments.

MARKETING AND PROMOTIONS

- Raised \$74K for an independent feature film via grassroots marketing campaign across multi-media (internet/social media, live events, targeted mail).
- Designed and implemented aggressive promotional / marketing campaigns for The Learning Annex that targeted select local and regional group markets.
- Sold Exhibit and Sponsorships for The Conference Bureau’s annual Lodging Conference targeted to hotel industry presidents, CEO’s, bankers, etc.
- Developed special events department in North Beach restaurant through creative conversion of unused space into private dining area, resulting in a positive revenue stream that created two new staff positions.

PRODUCTS/ACCOMPLISHMENTS

- Designed line of promotional merchandise to be sold online as part of a viral marketing campaign.
- Created medical records electronic database for US Embassy in London.
- Designed website and newsletter for elite dating agency based in Marin County.

EMPLOYMENT HISTORY

- Freelance Marketing / Communications Consultant and Sales Associate; San Francisco, CA. Clients include The Conference Bureau, The Learning Annex, The People Institute, Empress Cruises.
- Dombella Productions; San Francisco, CA: Human Resources / Casting and Location Management for film/video and print projects. Clients include National Geographic Television, McKesson, Life Like Films.
- Film Arts Foundation; San Francisco, CA: Festival Volunteer Coordinator
- Jianna Restaurant; San Francisco, CA: Event Management
- Kelleher & Associates; Mill Valley, CA: Account Representative
- US Embassy; London, UK: Office Manager, Medical Unit
- Ballys; San Francisco, CA: Marketing Executive

EDUCATION/TRAINING

- University of Nevada, Las Vegas (BS in Marketing, concentration in Advertising)
- Women’s Initiative for Self Employment (WISE), San Francisco; Graduate, Business Management Program)

MISC

Volunteer, Glide Memorial Church