

DIANA FLORES DE MURANAKA - *She/her/ella*

Strategic Communications | Employee Engagement | Digital Marketing & Design

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UNIQUE PROFILE

Strategic communications professional with proven experience driving internal communications, cultural programming, and change management across distributed workforces. Combines an executive-level storytelling approach with a Black Belt in Process Improvement to scale multi-channel digital ecosystems, optimize engagement, and lead adaptive change in fast-paced environments.

PROFESSIONAL EXPERIENCE

Communications Specialist (Bilingual - Spanish) at Resource Innovations (RI)

2022 – July 2026

In this role, as a contractor for the [Office of Community Partnership and Strategic Communications \(OCPSC\)](#), I worked on statewide public education campaigns to engage, inform, and activate communities around California's highest priority community engagement and public awareness efforts, such as Vaccinate ALL 58, [Save Our Water](#), [Heat Ready CA](#), [CalKIDS](#), and ITIN campaign. Some of my responsibilities included:

Assets Development, Design, Customization, and Translation

In this role, I developed culturally competent and actionable assets by transitioning technical talking points to content that's understandable by our served demographics, choosing the right format (Infographic, factsheet, etc.) and media (print vs. digital), and designing each piece with culturally appropriate imagery and branding.

Led the Spanish Translations Team, ensuring highly sensitive public awareness materials were translated into culturally competent, impactful community messaging.

Community Outreach, Partnership, and Engagement

Orchestrated complex regional communications strategies and content calendars, aligning 29 external partner organizations to deliver synchronized, high-impact public awareness messaging.

Ethnic Media and Public Relations

Collaborated directly with corporate communications leadership to coordinate high-profile press conferences and media briefings; drafted fast-moving PR materials, including media kits and press releases under tight deadlines.

Independent Consultant at DM Consulting

2022 – present

As an organizational development, branding, and communications consultant, I have worked with organizations of all sizes, from the public and private sector including the County of Santa Barbara (CA), Travis County (TX), Change Agents Training, and Corisa Consulting.

Organization and Talent Development Specialist at County of Santa Barbara, Human Resources. Santa Barbara, CA

2019 – 2022

In this role, and as part of the Organizational and Talent Development (OTD) division, I helped the Human Resources Department to successfully achieve collaboration with diverse stakeholders through leadership development, internal communications, and process improvement strategies across the entire County workforce. Some of my responsibilities included:

Leadership & Talent Development

Co-developed and launched a six-phase Leadership Development Series, owning the end-to-end branding, internal marketing, and communications strategy to drive workforce engagement and talent retention. Created training materials, managed budgets, facilitated sessions, and coordinated in-person events. Using the ADDIE model, developed training solutions, promoted learning opportunities, and managed registrations and class completions.

Internal Communication & Employee Engagement

Served as Editor-in-Chief and primary content strategist for a multi-channel internal communications network (digital newsletter, [video podcast](#), and [annual magazine](#)), maintaining a consistent, transparent corporate voice for **4,700+ cross-functional employees**.

Innovation and Process Improvement

Partner with executive leadership to implement the County's first process improvement and innovation academy, driving awareness and enrollment campaigns that resulted in 460+ employees graduating from Green Belt and Black Belt programs in 18 months,

generating \$443,525 in estimated cost savings from employee-led projects in FY 2020-21.

Marketing Manager at SEDCOI S.V. El Salvador and Guatemala

2015 – 2018

I spearheaded the international expansion of the company. Performed market analyses and led B2B marketing strategy. Some of my responsibilities included:

Marketing and Communications

Expanded sales to a new market. Led the branding, design, and marketing of all existing products and their adaptation to support international expansion.

Sales and Training

Led customer acquisition efforts and end-user training. Developed training content such as workbooks and tutorials. Performed product demos to clients and facilitated in-person training for faculty members and students.

EDUCATION

Bachelor of Business Administration

2017 - ESI/Franklin University

Associate of Graphic Design

2012 - Universidad Tecnológica de El Salvador UTEC

Digital Marketing

2026 - General Assembly

PR Strategy Certificate

2023 - Cornell University

Adult Learning Certificate

2021 - Association of Talent Development (ATD)

Black Belt in Process Improvement and Innovation

2021 - InnovateSBC Academy

Women Achieving Intentional Transformation Program

2022 – WAIT

SKILLS

Core Competencies: Internal Communications, Employee Engagement, Change Management, Cross-Functional Collaboration, Executive Support & Leadership Messaging.

Content & Channel Strategy: Content Creation, Digital Marketing, Multimedia Storytelling, Copywriting & Editing, Corporate Intranets, Newsletter Production.

Specialized & Technical Skills: Bilingual (English/Spanish Fluent), Process Improvement (Black Belt), Graphic Design (Adobe Creative Suite/Canva), Public Relations.

PUBLICATIONS

[Water Wisdom - Save Our Water](#)

[COSB HR Magazine Reflections](#)

[COSB360 Video podcast](#)

County HR newsletter

STRENGTHS

Communicative

Creative

Relationship Builder

Fast learner

Resourceful

PROFESSIONAL REFERENCES

Lilla Smith

Talent Development Manager at Santa Barbara County

(805) 407-8512

Yurina Melara

Multiethnic Press Secretary at Office of Community Partnership and Strategic Communications (OCPSC)

(818) 648-8411

Angela Burruano

Sr. Analyst at Department of Managed Healthcare (DMHC)

(516) 661-0442