

# JOEL DIAZ

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## EDUCATION

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*The Ohio State University*

*Columbus, OH*

*June 2004*

**Max M. Fisher College of Business: Bachelor of Science in Business Administration**

**Major: International Business      Minor: College of Humanities: Latina/o Studies**

## PROJECT MANAGEMENT AND MARKETING WORK EXPERIENCE

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*AIDS Resource Center Ohio*

*Columbus, OH*

*June 2011 – Present*

*Chief Development Officer*

- Provide overall leadership, direction, coordination and vision for all fundraising activities of AIDS Resource Center Ohio with an eye toward sustainability of existing funding streams while expanding our income portfolio, with an emphasis on increasing individual and corporate philanthropy
- Manage a fundraising portfolio of \$1.8 million of unrestricted funds from major gifts, sustaining donor programs, special project campaigns and events
- Evaluate, motivate, retain, recruit and manage a team of development professionals with appropriate donor, event and solicitation skills and experiences
- Plan and implement a systematic, integrated donor marketing, communications and fundraising plan which includes coordinating the Agency's branding integration
- Optimize ARC Ohio's positioning to individual and institutional funders and prospective donors; ensure donor communications are consistent
- Oversee and ensure timely and effective communication with individual and institutional funders through a mix of mechanisms and distribution channels, including web, print publications, broadcast and other media

*J DIAZ LLC*

*Columbus, OH*

*January 2011 – Present*

*Owner*

- Own and manage a full-service event design and management agency dedicated to helping nonprofits increase organizational capacity through project management, community outreach and engagement, marketing and development

*University District Organization*

*Columbus, OH*

*July 2010 – October 2010*

*Executive Director*

- Led and oversaw administration of overall operation of the organization, including: reviewing and evaluating the results of program activities, ensuring that continuing contractual obligations were fulfilled; allocated resources for greater program effectiveness and efficiency; developed organizational and administrative policies and program objectives for Board consideration
- Served as the liaison to other organizations, such as Columbus City Council, the Ohio State University, University Area Commission, community organizations and local businesses
- Provided information, advice, and counsel to the President of the Board, Board Committees, and the Board of Directors in the creation of policies, programs, and strategic direction of the organization
- Supported all activities associated with the Board of Directors, including staffing for all Board and Committee meetings, meeting schedules, locations, development of agenda, and meeting materials
- Planned district wide marketing/communications and promotion utilizing print, electronic and social media

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## *Wexner Center for the Arts*

*Columbus, OH*

*May 2006 – July 2010*

### *Community Engagement & Marketing Manager*

- Developed, as senior member of marketing team, comprehensive marketing strategy for the Wexner Center with special focus upon an integrated marketing and communications plan for campus and community engagement
- Responsible for planning, organizing, and executing marketing, communication, and outreach programs and large-scale special events to achieve broad support within the Ohio State University campus and off-campus community, attained ticket sales and revenue goals
- Led and executed multi-tier marketing campaigns, including direct mail, advertising, social media, online promotions, market segmentation, and targeted outreach efforts
- Acted as a liaison to community leaders and civic organizations as well as the Ohio State community and potential donors
- Assessed and supervised media placement for print, radio, television and electronic advertising, budget of \$300K; developed and monitored budgets for marketing and outreach activities
- Oversaw the production of collateral materials, advertising and promotional materials, to ensure consistency of brand and voice in all Wexner Center communications

## **FUNDRAISING & DEVELOPMENT**

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### *Art for Life 2010*

*Columbus, OH*

*October 2009 – September 2010*

#### *Lead Co-Chair*

- Successfully raised over \$500K in in-kind and cash contributions to benefit the Columbus AIDS Task Force with a cost of fundraising of 25.73%
- Established committee structure and led recruitment initiative for committee volunteers
- Managed all aspects of event planning and event budget
- Met bi-weekly with every committee, established goals and monitored progress for each area (Corporate Sponsorship, Major & Individual Donors, Art Acquisition, Logistics, Volunteers, Marketing/Communications)
- Secured corporate sponsorships, as well as major gifts from individual donors

### *2009 Human Rights Campaign Gala*

*Columbus, OH*

*July 2008 – June 2009*

#### *Co-Chair*

- Led the effort to raise approximately \$200K to benefit the Human Rights Campaign
- Recruited committee volunteers and met regularly to discuss objectives and goals
- Managed all aspects of event planning and event budget
- Monitored progress for each area (Corporate Sponsorship, Host Committee, Silent Auction, Logistics, Volunteers, Marketing/Communications)
- Exceeded ticket sales by 20% from previous year and received recognition as the highest grossing dinner in the country

## **ADDITIONAL SKILLS**

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- **Foreign Language Skills:** Proficient in Spanish

## **COMMUNITY LEADERSHIP & ENGAGEMENT**

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- Leadership Columbus – Class of 2009
- Hispanic Chamber of Columbus – Board of Director (2008 - 2010)
- Columbus AIDS Task Force – Board of Director/Chair-Elect 2010 (2008 – Present)
- City of Columbus Mayor's Young Professional Commission (2007 –2009)