**Diana J. Sanders**

4424 Wendell, Bellaire, TX 77401

713-816-3933
djsanders@att.net

**EXPERIENCE**

Experienced communicator with more than 20 years in media communications and public relations for television and education. This experience encompasses staff supervision, project coordination, writing, editing, Website, social media, and print content, media relations, video production and digital media delivery for traditional and new media formats. My skills include Adobe Creative Suite, Dreamweaver, Terminal 4, Vignette, WordPress, ConstantContact, SharePoint, Microsoft Office, PowerPoint and Excel.

August 2014 – June 2016

**Multimedia Manager**

***Houston Independent School District***

Managed the district’s multimedia team in the production of high-quality videos for distribution on the district’s website, social media channels, local television outlets, and various internal and external platforms. Under my management, the four-member video team produced more than 400 videos in 2015 and won three Telly awards. Scheduled and managed the audio/visual needs for district events, press conferences, and Board of Education meetings.

January 2008 – August 2014

**Senior Writer, District Communications**

April 2013 – May 2014

**Interim Public Relations and Media Director**

***Houston Community College, Houston, TX***

Managed, wrote and edited HCC's external and internal messaging. Successfully developed relationships with local and national media outlets, executed strategic communication plans and effectively leveraged them into maximum media exposure. Worked with national journals, such as RigZone E&P, Community College Times and Drilling Contractor, and local news outlets, to promote HCC’s Oil and Gas Drilling Training Center. Facilitated guest appearances for HCC trustees and subject matter experts on locally-produced television programs for KTRK-TV, KRIV, and Univision. Won the NCMPR District 4 2012 Gold Medallion award for best feature story writing. “HCC Excavates a New Niche in Local Archaeology,” a story about HCC students gaining archeological field experience, gained significant local media play. Served as executive producer and writer for an award-winning five-part series for HCCTV that informed Houston-area residents how they could retrain and reinvent themselves to re-enter the job market, resulting in the highest enrollment period in the history of the college. Wrote speeches, event scripts, articles and constituency newsletters for the college administration, chancellor and members of the Board of Trustees. The ultimate goal of these efforts was to promote HCC, its vision, mission, students and faculty, and brand visibility.

**Diana J. Sanders**

**EXPERIENCE CONTINUED**

October 2005 - August 2008

***University of Houston, Houston, TX***

Held part time positions at the university while pursuing a master’s degree:

**Assistant Editor, *Houston History* Magazine**

Worked with editorial team to edit and produce *Houston History* magazine, a history journal published by the Center for Public History at the University of Houston. Managed circulation and subscriber relations. Wrote and published an article for the magazine, "The Demolition of the Shamrock Hilton Hotel: Motivation for a Preservation Culture," Houston History, Volume 6, Number 2, Spring 2009, http://houstonhistorymagazine.org/2010/12/the-demolition-of-the-shamrock-hilton-hotel-motivation-for-a-preservation-culture.

**Teaching Assistant, History Department**

Assisted course professor with classroom management and grading.

**Production Assistant, Video Streaming, Instructional TV**

Produced instructional classes for broadcast and Internet use, tele-conferences, and video recordings of campus functions.

March 1999 - April 2004

**Online Editor/Producer, Morning Edit Supervisor**

***KHOU, Channel 11, Houston, TX***

Produced and managed the news and multimedia content of the station's Web site, KHOU.com. Developed and posted content to the Web site. Supervised edit staff and the editing of videotape material for morning news shows.

April 1998 - March 1999

**Assistant News Director**

***KVII-TV, Channel 7, Amarillo, TX***

Supervised newsroom staff. Assisted with administrative and personnel duties. Coordinated daily assignments and live shots, managed reporters, photographers and producers and generated news stories. Produced the 6 p.m. news program. Wrote and edited stories for news shows.

June 1984 - June 1997

**Video Coordinator**

***KTRK-TV, Channel 13, Houston, TX***

Supervised edit staff, all edited video materials for news programs and the maintenance of the video file systems. Managed the videotape budget for the newsroom.

**Diana J. Sanders**

**EDUCATION**

December 2010

**Master of Arts**, History

*University of Houston, Houston, TX*

May 1981

**Bachelor of Arts**, Communication

*University of Houston, Houston, TX*

**PUBLICATIONS**

"The Demolition of the Shamrock Hilton Hotel: Motivation for a Preservation Culture," Houston History, Volume 6, Number 2, Spring 2009, http://houstonhistorymagazine.org/2010/12/the-demolition-of-the-shamrock-hilton-hotel-motivation-for-a-preservation-culture.

“HCC Excavates a New Niche in Local Archaeology,” Houston Community College Web site, NCMPR Gold Medallion 2012 for best feature writing.

“HCC Partners for Jobs – Retrain, Reinvent, Re-enter,” Houston Community College, HCC-TV, five-part, award-winning series, Executive Producer, September 2009.

**PEER‐REVIEWED PRESENTATIONS**

“King Arthur’s Launch into Popular Culture: The Pivotal Role of Geoffrey of Monmouth’s *Historia Regum Britanniae*.” Master’s thesis presented to the Faculty of the Department of History, University of Houston, December 2010.

“The Cultural Similarities of the Twelfth Century and the Arthurian History in Geoffrey of Monmouth’s *Historia regum Britanniae*” presented at the Nineteenth Annual Conference of the Texas Medieval Association at University of Texas, Austin, Texas, October 23-24, 2009.

"King Arthur's Twelfth-Century Popularity: Connections to Geoffrey of Monmouth's *Historia regum Britanniae*" presented at the 44th International Medieval Congress at Western Michigan University, Kalamazoo, Michigan, Thursday, May 7, 2009.

"St. Denis: Suger's Medium, Suger's Message" presented at the Phi Alpha Theta Graduate Student Research Colloquium at the University of Houston, Houston, Texas, December 7, 2006.