



Diana Mora

A versatile communications graduate with a background in fashion, film and branding.

Paris, France

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Links

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Languages

English (Native)

Arabic (Fluent)

Korean (Basic)

French (Work Proficiency)

Spanish (Basic)

Tagalog (Native)

About

Film, Fashion and Communications Master's 2024 graduate. Versatile luxury professional in Metaverse fashion, filmmaking, storytelling, branding, and communications.

BRANDS WORKED WITH

- Alouan Legal Group
- Andre Shirazi
- Capra
- Extra Life Cafe
- Fitness 360 - 30s
- Fitness First Salam Mall Branch
- Marie Claire Magazine Kuwait
- MDX Studios
- Orangeboxy
- PlayPlay
- Start-up Gourmet Coffee Mill
- Swapan Ahmed
- The Kaylia Group
- Warner Bros. Entertainment

Experience

● Head and Producer of Media Communication and Brand Development

Start-up Gourmet Coffee Mill | Dec 2022 - Now

- Conducted comprehensive research for brand development
- Developed SEO-optimized website plan with design & copywriting expertise
- Managed visual merchandising and produced social media/ marketing strategy
- Negotiated and managed relationships with French merchants
- Oversaw package manufacturing and ensured quality standards



● International Content Creator

PlayPlay | Jul 2023 - Dec 2023

- Promoted PlayPlay through creative content creation using their tool.
- Collaborated with sales teams to identify and fulfill content needs for maximum opportunity generation in US & British English, French, Spanish, and Arabic.
- Utilized Salesforce, Zoominfo, and Lusha for contact sourcing.
- Proposed ideas aligning with formatting, storytelling, and distribution platforms.
- Generated impactful content using PlayPlay and other creative tools.
- Ensured content consistency across various teams.
- Developed a cohesive brand for PlayPlay content.
- Conducted data analysis for the US Marketing Team on Content Summit Feedback

● Media Producer and Graphic Designer

Extra Life Cafe | Jul 2021 - Jul 2022

- Created engaging promotional videos and a documentary to attract new customers and highlight the cafe's history.
- Redesigned the menu layout and crafted effective cafe flyers for an improved experience.
- Contributed to idea development and strategies to foster customer loyalty.
- Conducted research and prepared reports on enhancing customer experience.

● Executive Assistant Intern

The Kaylia Group | Feb 2022 - May 2022

- Conducted research for diverse company content needs.
- Assisted in client fittings.
- Specialized in luxury content development and copywriting for web and fashion films
- Managed photoshoots and video shoots for events and media.
- Oversaw pre-production project management for fashion films.
- Developed fashion curation and digitized storytelling for the website.

● **Director and Post Production Assistant**

Swapan Ahmed | Sep 2018 - Nov 2018

- Oversaw project phases from storyboard to final delivery
- Contributed to idea development and effective project management.
- Reviewed scenes for editing supervision, conducted quality control, and implemented keyframe animations to enhance the narrative.

● **Pre-Production Commercial Consultant**

Alouan Legal Group | Jul 2018 - Aug 2018

Kuwait City, Kuwait 07/2018 - 08/2018

- Assisted film production by booking talent and arranging equipment.
- Created daily call sheets for smooth production coordination.
- Established relationships with vendors to ensure timely material provision

● **Fashion Director Executive Assistant**

Capra | Jun 2018 - Jul 2018

- Collaborated on brand showcases, maintaining merchandising standards.
- Attended meetings, screening collaborations to meet fashion director's standards.
- Delivered high-quality projects on time, efficiently managing multiple tasks.
- Scheduled calendars, conferences and coordinated travel arrangements.
- Maintained communication with brands, showrooms, and editorial directors.

● **Student Short Film Project Manager**

MDX Studios | Apr 2018 - May 2018

- Provided clerical support, organized resources, and scouted locations for efficient filming.
- Negotiated contracts, managed budgets, and coordinated production processes.
- Collaborated closely with the director to align with the vision of each shoot.
- Assisted crews in building sets and addressed safety issues.



● **Campaign Assistant for**

Warner Bros. Entertainment | Feb 2018 - Feb 2018

- Collaborated with editors to improve ideas and presentation.
- Implemented commercial strategies established by company objectives targeting growth opportunities.

● **Cinematographer**

Fitness First Salam Mall Branch | Jun 2017 - Aug 2017

Kuwait City, Kuwait 06/2017 - 08/2017

- Shot video for physical trainers' social media use

● **Advertisement Commercial Editor**

Fitness 360 - 30s | Feb 2017 - Feb 2017

- Reviewed shooting script and raw material for scene value.
- Coordinated post-production, editing, and maintained video/audio inventory.
- Brainstormed with the production team for new ideas.
- Collaborated with the creative team to align artistic vision with editing requirements.
- Supervised project phases from storyboard to final delivery, contributing to idea development and project management..

● **Christmas Bazaar Booth Saleswoman**

Orangeboxy | Dec 2015 - Dec 2015

- Implemented store displays for increased sales and growth.
- Arranged merchandise to highlight new styles and attract customers.
- Conducted pricing, discounts, and transaction processing.

- Generated brand awareness for positive product impressions and increased sales.

- **Assistant Photographer In**

Andre Shirazi | Apr 2014 - Jun 2014

Kuwait City, Kuwait 04/2014 - 06/2014

- Set-up and maintained various studio equipment.
- Monitored studio supplies and collaborated with the team to meet project requirements and deadlines.

- **Fashion Photo-Shoot Stylist**

Marie Claire Magazine Kuwait | Feb 2014 - Apr 2014

Kuwait City, Kuwait 02/2014 - 04/2014

- Researched fashion trends and competitor activity.
- Maintained clean, organized fitting rooms, and stockroom.
- Styled over 6 unique looks for runway presentations.
- Contributed to fashion shoot productions, set up model castings, and collaborated on showroom displays.
- Designed unique outfits tailored for Marie Claire magazine feature publications

Education & Training

2022 - 2023 ● **The American University of Paris**

Master of Arts in Communications,

2022 - 2022 ● **GUCCI AMERICA**

Vice President of Visual Merchandising,

2021 ● **Campus Langue**

Certificate of Education,

2020 ● **The American University of Paris**

Film Studies,

2018 ● **Middlesex University**

Bachelor of Arts,

2018 ● **Tully**

Writing,