

DOLORES DIAZ

CREATIVE DIRECTOR, COPY



CONTACT

Dallas, TX, USA
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ACHIEVEMENTS

Seven-figure investment

Creative concept + script helped secure future NASCAR partnership investment for Layher

15 million consumers

Developed consumer storytelling for PG&E, a utility serving 15 million Californians

10,000+ estimated audience

Led original creative for Zulema at Millennium Park with 50+ collaborators

Chicago Tribune recognition

Man of the People named a “Top 10 Thing to Do in Chicago”

SKILLS

- Creative Direction & Concept Development
- Copywriting & Editorial Direction
- Brand Voice & Narrative Strategy
- Campaign & Multi-Channel Storytelling
- Content Systems & Messaging Architecture
- Cross-Functional Team Leadership
- AI-Assisted Research & Synthesis
- Client Presentation & Stakeholder Alignment

SUMMARY

Creative Director & writer with 15+ years crafting culture-driving platforms and business-moving ideas across brand, digital, video, and experiential. Proven track record developing concept-to-launch creative, from brand narratives and campaign concepts to scripts, digital content, and live experiences. Adept at blue-sky ideation and hands-on execution, with deep experience translating complex ideas into clear, audience-first storytelling. Skilled in leading multidisciplinary teams, building scalable creative frameworks, and using AI-assisted research and synthesis to strengthen strategy and creative development.

RELEVANT EXPERIENCE

Creative Director & Narrative Strategist

Freelance / Various Clients | 2013–Present

- Led creative and messaging strategy across brand, digital, video, UX, and experiential engagements, developing audience-first concepts and copy for consumer and B2B clients.
- Developed scalable language and messaging systems across digital touchpoints and consumer campaigns; partnered with designers, engineers, and researchers to carry creative concepts consistently through the user journey.
- Layher x NASCAR – Conceptualized and scripted a case-study video showcasing Layher’s modular pedestrian bridge at the Chicago NASCAR Street Race, helping secure a seven-figure investment in future partnerships.
- PG&E – Developed a consumer-focused content series for a utility serving 15 million Californians, translating complex power-and-energy issues into clear, relatable stories.
- San Jose Water Company – Implemented a water-conservation campaign for a utility serving 1 million+ customers, turning regulatory language into clear, actionable messaging.
- Creative Leadership – Directed contract designers and creative collaborators across client engagements, shaping execution through briefing, review, feedback, and final delivery.

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EDUCATION

M.A., Writing for Screen & Stage
Northwestern University
2019

B.A., English w/ Journalism Minor
University of Notre Dame
2005

Playwright / Writer & Creative Lead

Goodman Theatre, TimeLine Theatre, etc., | 2005-Present

- Commissioned writer and creative lead for original, culturally resonant work, including *Zulema* for Grammy-nominated Sones de México, uniting 50+ musicians, dancers, designers, and community performers for an audience of approximately 10,000 at Millennium Park.
- Delivery of high-stakes, author-driven works that align to each producing theater’s mission and audience; built institutional relationships and loyal audiences through repeat commissions.
- Recent works include *George Washington’s Mexican Birthday*, presented in a sold-out reading at the Goodman’s Owen Theatre; *Man of the People* named a “Top 10 Thing to Do in Chicago” by the Chicago Tribune; *Black Sunday* (TimeLine, 2024) received critical acclaim for its “spectacularly immersive” staging.
- Former producer of the Austin Latinx New Play Festival, curating multi-track programming and managing collaborators across productions.
- Led cross-functional creative teams from initial concept through opening, shaping and protecting the creative vision across production, design, marketing, and audience experience.

Senior Technical Editor /

Southern Division Quality Assurance Manager

Weston Solutions, Austin, TX | 2006-2013

- Managed a team of technical/copy editors, assigning and reviewing work, providing feedback, and maintaining editorial standards across client deliverables.
- As Southern Division Quality Assurance Manager, led quality assurance across a multi-state division, implementing best practices and working across engineering, editorial, and project-management teams.
- Investigated quality incidents, facilitated lessons learned, and developed training and updated procedures to improve quality and consistency across the division.