Diana R. Dudenhoeffer

dianadudenhoeffer.com

Education

B.S. Journalism
Sustainability Minor

Missouri State University, Springfield MO

Summa cum laude

Certificate in Documentary Storytelling

Citizen Scholar Award Honoree

Editor-in-Chief, *The Standard* student newspaper

Professional Skills

Blog Production
Constant Contact
Copyediting & AP Style
Customer Relationship Management (CRM) software
Digital Marketing
Elementor
InDesign
Lightroom & Photography
Page Design
Photoshop
Podcasting
Search Engine Optimization
Social Media Management
Video Production
Web Design & Management
Wordpress

Professional Experience

Good Dads (2021–Present) – Springfield MO
Director of Communications (2024–)
Communications Specialist (2022)
Marketing Intern (2021)

- **Nonprofit communications and outreach:** Lead all marketing activities. Demonstrate nonprofit outcomes through print and digital resources, including paid advertising, social media content and strategy, media relations/press releases, flyers, annual reports, website, video, weekly e-newsletters, presentations and brochures.
- **Curriculum development:** Build and execute attractive, evidence-based courses, including copyediting, page design, printing, web design, supervising contractors and assisting with writing.
- **Services for community chapters:** Establish and maintain a robust library of communications outreach materials. Develop first-ever branding and style guide. Equip chapters with capacity-building tools.
- **Web management:** Spearhead all web development projects and launch all-new website. Routinely conduct maintenance, including SEO and accessibility. Manage all online content and resources, including weekly blogs and podcasts. Strategize topics, conduct interviews and research, field submissions, write articles, copyedit. Build and maintain user-friendly portals for donations and e-commerce.
- **Grants:** Collaboratively write local and state grants and proposals.
- **Direct mail:** Plan, design and implement yearly mail campaign calendars: Create both large- and small-scale mailers for segmented audiences, including legislators, with effective calls to action. Track and report on donor data and return on investment.
- **Video:** Supervise all video projects—from pre-production planning and scheduling to post-production and editing oversight—for varied video content, including state-wide advertising campaigns, short-form vertical video social media posts and branded curricula videos.

Ozarks Headwaters Recycling District (2022)
Web News Writer

- Wrote and published area waste diversion news
- Managed social media and produced promotional content covering recycling topics

LOGOS Research Journal • MSU Honors College (2021)
Copyeditor and Page Designer

- Fact checked and copyedited interdisciplinary submissions for style, grammar, clarity, consistency and appropriate sourcing format
- Designed book pages for print publication

Friends of the Garden (2020)
Intern

- Recorded, mixed and published archival longform audio projects
- Managed social media and designed promotional content covering park gardens
- Assisted in event planning and donor relations