

DIANA DAVIS

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CREATIVE DIRECTOR • STORY PRODUCER • BRAND & CONTENT STRATEGIST

Award-winning creative director developing campaigns, branded content, and multiplatform content for entertainment, consumer brands, and advocacy organizations.

SELECTED CLIENTS & BRANDS

NBCUniversal • SYFY • Paramount • A&E Networks • AMC Networks • Verizon • Allstate • iHeartMedia • Lifetime • Ringling Bros. and Barnum & Bailey Circus • The History Channel

SELECTED CAREER HIGHLIGHTS

- Created and wrote Clio Award–winning short film *Spoonful of Joy* created with Campbell’s Soup and Lifetime to raise awareness for autism.
- Led the voice rebrand of Ringling Bros. and Barnum & Bailey Circus, helping modernize the iconic entertainment brand for new audiences.
- Wrote multiple episodes of The History Channel’s *Ancient Recipes*, a Shorty Award–winning digital series with millions of online views.
- Developed storytelling and scripted content for Ruby Studios advocacy podcasts *Symptomatic* and *Untold Stories: Life with a Severe Autoimmune Condition*, raising awareness for rare disease communities.
- Author of the award-winning middle grade novel *Liv Forever: Never Say Zombie*.

CORE EXPERTISE

Creative Direction • Brand & Content Strategy • Copywriting • Scriptwriting • Entertainment Marketing • Campaign Development • Brand Voice Development • Video Production • Creative Leadership

PROFESSIONAL EXPERIENCE

Homicidal Octopus LLC

Montclair, NJ • 2020–Present

Founder / Creative Director

Lead creative strategy, storytelling, and campaign development for national entertainment, media, and consumer brands including AMC Networks, Allstate, Verizon, Ruby Studios, A&E Networks, and Paramount.

- Develop brand campaigns, scripted content, and digital storytelling across broadcast, streaming, social, and digital platforms
- Partner with producers, marketing executives, and creative teams from concept through production
- Develop brand voice and messaging frameworks for national marketing campaigns

NBCUniversal

New York, NY • 2006–2021

Editorial Director / Supervising Producer — SYFY

2017–2021

- Led creative development for multiplatform marketing campaigns supporting flagship network programming
- Collaborated with cross-functional teams including writers, designers, editors, and producers
- Helped redefine the network’s editorial voice during the SYFY brand relaunch

- Managed and mentored freelance writers while maintaining brand consistency

Senior Copywriter / Producer — SYFY

2010–2017

- Created cross-platform campaigns for television launches and brand initiatives
- Co-created BlastrTV supporting the launch of SYFY Wire
- Developed the SYFY audience positioning strategy “Igniters”

Senior Copywriter — Oxygen Network

2006–2010

- Developed integrated marketing campaigns across broadcast, digital, and print platforms.
- Wrote the network tagline “Trenders, Spenders, Recommenders,” contributing to a 27% increase in the 18–34 demographic

MTV Networks

Copywriter • 2005–2006

- Created marketing copy and campaign concepts for MTV, Nickelodeon, VH1, and NOGGIN

PUBLICATIONS

Liv Forever: Never Say Zombie — Award-winning middle grade novel.

AWARDS & RECOGNITION

Advertising & Marketing

Clio Award • D&AD Award • WARC Awards • ADDY Award • Shorty Award • Signal Award
GEMA Awards • OMMA Award • CableFAXIES • CTAM Awards • iHeartPodcast Award • Creativity Communicator Award

Literary

The Wishing Shelf Book Awards — Gold Medal Winner
CIBA’s Gertrude Warner Award for Middle Grade Fiction — First Place Winner
Readers’ Favorite — Bronze Medal Winner
BIBA (Best Indie Book Award) — Tween Winner
International Impact Book Award — Pre-Teen Winner

Screenwriting

Scriptapalooza International TV Writing Contest — 1st Place (Sitcom)
TV.com Spec Spectacular — Semi-Finalist
ScreenCraft Pilot Launch Contest — Semi-Finalist
Cannes Screenplay Contest — Official Selection
Creative Screenwriting Competition — Quarter Finalist

EDUCATION

BA Communications — Wilkes University
NYU — Screenwriting
Gotham Writers’ Workshop — Screenwriting
School of Visual Arts — Creative Advertising