

# Diana B. Keough

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## PROFILE:

**Corporate Advisor on Communications and Branding Strategies:** Led numerous client engagements at the C-Suite level, focused on comprehensive communications strategies, employee engagement campaigns, crisis communications, corporate & executive imaging and all aspects of public relations; strong creative director of work carried out by both in-house teams and outside agencies; experienced collaborator with stakeholders at all levels (boards of directors, management teams, front-line employees, editors, reporters, production crews, web designers, interns, and readers)

**Pulitzer-nominated, award-winning cross-platform journalist:** Over 28 years of experience reporting and producing outstanding content; garnered numerous award for storytelling and production of stories in print, radio, and video formats, often serving as on-air broadcaster; became nationally recognized for stories and news coverage related to health and wellness; strong personal communicator, both as writer and speaker

**Digital Media Entrepreneur:** Founded, built and sold a digital media & storytelling company that ultimately employed nearly 30 people; strong business acumen led to rapid growth through client development and relationship building, utilizing journalism, marketing and social media expertise; served as senior executive for acquiring company which was private-equity owned and ultimately acquired by a top pharmaceutical company.

## PROFESSIONAL EXPERIENCE:

### “Not From A Nice Family” Documentary, Podcast, Memoir Project July 2020 - Present

**Executive Producer, Producer, Writer** - Currently working with Hollywood producer, Mark Herzog, CEO of Herzog & Company to produce a documentary and podcast (and, individually, writing memoir) using more than 50 hours of audio I recorded during the aftermath of my parents' AIDS diagnoses, as well as thousands of pages of their personal journals, letters and photo albums, ***Not From a Nice Family*** explores the fissures that developed between my siblings, my complicated relationship with my mother, the loving and warm connection I shared with my father, and the shocking truth that changed all of our lives. I am represented by Jay Mandel at WME on the literary side; Travis Dunlap at WME on the digital side.

### University of Georgia, Grady College of Journalism January 2023 - Present

**Adjunct Professor/Guest lecturer** - Developed and delivered lectures for graduate level Introduction to Health & Medical Journalism (JRM 7355); teaching graduate level “Newsroom” course Fall 2023.

Regular guest lecturer in feature writing, memoir writing, speaking on job market, digital media, narrative journalism, storytelling, news reporting.

### **Quid Si Creative Studio. Asking “What If” Everyday July 2019 – Present**

**CEO, Founder** - Launched full-service digital marketing agency, providing custom digital marketing solutions to help clients grow their business. Services include branding and comprehensive communications strategies, employee engagement campaigns, crisis communications, corporate & executive imaging and public relations. Digital marketing services included social media marketing and execution, search engine optimization, web development and design, video production, content strategy and development, pay-per-click, Amazon Marketing Services, conversion rate optimization and online reputation management.

### **The Weaponry, an idea and advertising agency August 2018 – July 2019**

**Executive Director of Storytelling** – Recruited by founder as partner to help grow this Milwaukee-based agency. Responsibilities included business development, creative direction, ideation, corporate & executive imaging, public relations, social media marketing & execution, crisis communications, and account management; served as producer for clients’ TV and radio spots; led all content strategy, development and creation, and launched the Atlanta office. Clients included Mizuno, Hertz, Fifth Third Bank, SunRun, The Staywell Company, SafeLite Auto, ArcBest, Medtronic, South Beach Diet, GNC, Zone Perfect, Abbott Labs, Juiced! Zone Perfect, Nike, UPS, Dollar, Volvo, Nationwide, Coca Cola, Dasani, Gold Peak Tea, Fuze, Reddi Wip, International Delight, Coffee Mate, Ski-Doo, Sea Doo, Champion spark plugs, Met-Rx Sports Nutrition.

### **The Staywell Company January – June 2018**

**SVP, Creative Services** - Led sales teams in creative ideation, content strategy and creation for large, at-risk clients’ content campaigns/branding and upsells. Led creative services team that created content, including graphic designers, videographers, photographers, web developers, animators.

### **The Staywell Company/ShareWIK, LLC March 2016 – January 2018**

**Founder, VP, General Manager** - In March 2016, ShareWIK Media Group was acquired and became a wholly-owned subsidiary of Staywell, a health care solutions company that uses the science of behavior change to help people lead healthier and happier lives. Continued to run the business unit, expanding from 5 FTEs to 23 (including 3 designated sales people) and managing \$2.7 million in annual revenue. Part of a nine-person Executive Management team.

### **ShareWIK Media Group, LLC January 2010- March 2016**

**CEO, Co-founder, Editor-In-Chief** – Founder of ground-breaking, niche media company and social networking website that created high-quality, journalistically objective health and wellness content. ShareWIK (“Share What I Know”) combined the magic of personal story-telling with expert opinion to educate and engage consumers and allow them to learn from the experience of others. Built team of nearly 30 people, overseeing print and online content, video production, web design, social media, marketing, and investor relations.

- Advanced idea from concept, through website design and launch to revenue-generating business within 11 months.
- Positioned company to pursue substantial venture/angel financing, securing valuation of \$1.0MM
- Sustained year-to-year growth since inception of 3-4X per year
- Developed unique business model that created value for consumers, media companies, and health care providers
- Actively led customer acquisition process including healthcare providers such as the Cleveland Clinic and Emory University Healthcare and media distribution clients such as AOL Health and Time Warner
- Created ground-breaking news stories that have earned 1.5 million impressions per week, 20,000+ Twitter followers, 155,000+ channel views on YouTube, 1,500+ followers on Facebook
- Recruited 18 expert columnists who were experts in their fields to contribute content to ShareWIK; actively supported their efforts to create their editorial brands, and managed their bi-weekly deadlines
- Manager/Creative Director of top-quality film production from concept to completion, working with multiple crews, producers and writers to produce commercials and video projects for various corporate clients. Business expanded to include creative design, web design, event planning
- Actively managed complexity of approximately 50 on-going projects a month, while working with all external stakeholders (senior client executive, board of directors, prospective ShareWIK investors, etc.)
- Won the 2011 Fast Pitch competition among 42 entrants (Overall Winner and Winner of the Entrepreneurial Category) to gain access to angel funding
- Honorable Mention 2011 Web Health Awards "Depression: It's not natural to want to die," ShareWIK, My Voice video

### **TEDx Creative Coast, Savannah GA May 2011**

**Presenter at TEDx Creative Coast** -- Presented, "Designing Innovation: The Power of Personal Story." Over 80,000 views to date.

### **Emory University, Department of Journalism 2007- Jan 2009**

**Instructor of Journalism/ Guest Lecturer** -- Developed and delivered lectures for Journalism 201, "Advanced Newswriting and Reporting" class of 16 students. Regular guest lecturer on job market, digital media, narrative journalism, storytelling, news reporting.

- After ShareWIK's launch in 2010, regularly hired, mentored and trained Emory journalism students as ShareWIK interns.

### **The (Cleveland) Plain Dealer 2004 to July 2007**

**Health Reporter** -- Covered a broad range of health, wellness and science topics on the medical beat, maintaining a wide array of sources in the region's rapidly expanding health care industry. Collaborated with multiple editors, research analysts, librarians per project.

- Pivoted easily from breaking news stories to multi-part series, to Sunday page-one leads, to high-impact enterprise work-ups, to quick-hit dailies
- Award-winning articles reached beyond diseases and doctors to patients and their families, ethical issues, and bio-technology breakthroughs
- Produced dozens of cover stories, features, enterprise pieces and essays on medical, family and religious issues.
- Pulitzer-nominated for feature writing and body of work
- Garnered 8 awards (Including Headliner, Missouri Lifestyle) for journalistic excellence during time on staff at Plain Dealer

### **WKSU, 89.7 (NPR affiliate) 1998 to July 2007**

**Radio Reporter, Commentator** for station in Greater Cleveland/Akron area. Covered politics, religion and medical issues; delivered regular commentaries on topics ranging from 9/11, Roe v Wade and racism, to the foibles of raising four boys and the role of nostalgia. Won 7 awards for journalistic excellence

### **WNEO/WEAO – PBS TV Stations 2006 to Jan 2007**

**Television Commentator** -- Panelist on “NewsNight Akron,” an Emmy-nominated, lively public affairs roundtable discussion show broadcast weekly in the Cleveland and Akron markets.

### **Freelance Writer/Editor 1985 to 2004**

Wrote articles, assigned and edited stories and contributed essays and reviews to publications and web sites, including The Plain Dealer, The Plain Dealer Sunday Magazine, SELF, Glamour, *Living Without Magazine*, *The Christian Science Monitor*, Reader's Digest, *Healthcare Opportunities Magazine*, Beliefnet.com, Bookreporter.com and Faithreader.com. Prior to this, held a number of positions on the advertising side of publishing for magazines in Cleveland, San Francisco and Honolulu.

- Won 2 major national awards for journalistic excellence and numerous regional and local awards

### **Fellowships & Internships**

- Knight Science Journalism Fellowship, Cambridge, MA
- Staff Assistant for U.S. Senator Robert Kasten (WI)
- Senate Page for U.S. Senator Strom Thurmond (SC)
- United Press International (UPI) Intern
- National Journalism Intern, Washington, D.C.

### **EDUCATION:**

**University of Georgia, Athens, GA – M.F.A. Narrative Nonfiction**

**University of Missouri, Columbia, MO - BS Political Science**

**AWARDS/RECOGNITIONS:**

**2011 FastPitch Competition, Savannah, GA**

Overall Winner and Winner Entrepreneur Category

**2011 Web Health Awards**

**2019 - 2021 1984**

Honorable Mention, "Depression: It's not natural to want to die," ShareWIK My Voice video.

**2008 Missouri Lifestyle Journalism Awards**

First Place, Diana Keough, The Plain Dealer, Health and Fitness

**2007 National Headliner Award**

Third Place, Health/Medical Science Writing, "At What Cost?"

**2007 AP Ohio Associate Press Newspaper**

First Place, Reporter of the Year

**2006 AP Ohio Associated Press Newspaper, Best News Writing**

First Place, Best News Writing, Body of Work.

**2006 Ohio Excellence in Journalism**

First Place, Open Print, Medical/Health Writing, "Sleepless Days, Sleepless Nights," Plain Dealer Sunday Magazine.

**2005 AP Ohio Associated Press Broadcasters, Best Broadcast Writing**

First Place, Commentary, "Naked."

**2005 Ohio Excellence in Journalism**

Honorable Mention: General News, "Unnatural Selection," Plain Dealer Sunday Magazine, 2004; Honorable Mention, Single Essay, "Giving Thanks," Plain Dealer Sunday Magazine, 11/2004.

### **2005 Ohio Excellence in Journalism**

First Place, Best Commentary, Radio, "Naked," WKSU-FM, 89.7, 6/2004.

### **2004 Ohio Society of Professional Journalists**

Second Place, Best Social Justice Reporting, "Death Watch," WKSU-FM, 89.7, 7/23/03.

### **2004 Ohio Society of Professional Journalists**

First Place, Best Human Interest Story, "For the Love of Rachel," Plain Dealer Sunday Magazine, 1/26/03.

### **2003 National Federation of Press Women**

Second Place, "Personal Column On the Air" or Critic's Review, Radio, "Death Watch," WKSU-FM, 89.7, 7/23/03

### **2003 National Federation of Press Women**

Third Place, For Superior Writing in Personality Profile, Daily Newspaper, "Being There," Plain Dealer Sunday Magazine, 8/31/03

### **2003 Ohio Professional Writers**

First Place, For Superior Writing In Feature Story, Daily Newspaper, "For The Love Of Rachel," Plain Dealer Sunday Magazine, 1/26/03; First Place, For Superior Writing in Personality Profile, Daily Newspaper, "Being There," Plain Dealer Sunday Magazine, 8/31/03.

### **2003 Ohio Professional Writers,**

First Place, "Personal Column On The Air" or Critic's Review, Radio "Death Watch," WKSU, 89.7 FM, 7/23/03

### **2003 Cleveland Press Club, Excellence in Journalism Award**

First Place, Best Commentary/Analysis/Editorial, WKSU, 89.7 FM, "Your Kids Use Drugs."

### **2003 Ohio Society of Professional Journalists**

Best Coverage of Minority Issues, Second Place, "United They Stand," Plain Dealer Sunday Magazine, 2/10/03. Best Coverage of Children's Issues, Second Place, "Your Kids Are Doing Drugs. Yes, Your Kids," Plain Dealer Sunday Magazine, 9/15/03.

### **2003 Wilbur Award,**

"United They Stand," 2/10/02, Plain Dealer Sunday Magazine.

**2002 Amy Writing Award, \$1000 Award of Outstanding Merit.**

“United They Stand,” Plain Dealer Sunday Magazine, 2/10/02.