

DIMITRA DIGGS

COMMUNICATIONS | MARKETING | MEDIA | BRAND LEADERSHIP
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SUMMARY

Communications and marketing leader with more than 20 years across business development, government relations, brand strategy, client leadership, and media. Founder and principal of Dimitra Geneva & Co., leading PR, communications, and brand work across film, entertainment, and community-impact projects. Bring in new business, manage six-figure budgets, lead project teams, work directly with senior executives, and carry complex projects from strategy through delivery.

EXPERIENCE

DIMITRA GENEVA & CO.

Founder & Principal | January 2024 – Present

Boutique PR, marketing, and talent relations firm serving film, entertainment, and community-impact clients.

- Lead each engagement personally, developing PR strategy, messaging, press materials, media outreach, and client positioning
- Lead media preparation for executives, founders, and talent, developing message frameworks, anticipated question sets, panel questions, and talking points for interviews, panels, and on-camera appearances
- Advise emerging brands, talent, and mid-tier influencers with approximately 100,000 to 500,000 followers on media relations, positioning, and brand development
- Lead event production, experiential marketing, brand activations, and video and content development for paid media
- Provide grant research, grant writing, and funding support for restaurants, festival organizers, and community-based organizations
- Develop marketing strategies supporting audience development, tourism, and event participation

The Ebony Canal | *Public Relations Team*

Documentary on Black maternal and infant health narrated by Viola Davis and directed by Emmy Award winner Emmi Alaquiva. Recognized with Emmy, NAACP Image, and Webby Awards.

- Manage publicity and targeted media outreach around screenings, film festivals, announcements, panels, and public appearances, including press releases and media materials
- Prepare Alaquiva for media opportunities and coordinate communications involving participating talent and their representatives, including teams representing Ms. Tina Knowles and LeToya Luckett
- Coordinate media activity, talent participation, vendors, and day-of execution for screenings and festival appearances

PERRY MEDIA GROUP

Consultant | August 2023 – June 2026

Client strategy, communications, brand direction, project management, and agency operations across higher education, nonprofit, corporate, civic, and community accounts.

- Served on the agency leadership team, introducing new accounts through personal relationships and leading them through delivery
- Shaped client strategy, messaging, campaign direction, and project plans across all account categories
- Led PR, marketing, communications, production, and live-event work from planning through delivery
- Built SOPs, workflows, project processes, timelines, and internal systems used to organize client work
- Managed overlapping client projects, creative teams, vendors, approvals, budgets, and deadlines
- Worked directly with executives, university leaders, nonprofit leadership, elected officials, creatives, and vendors

Ray Lewis and the Ray of Hope Foundation

- Introduced the client to the agency
- Worked with the Executive Director and campaign team on marketing and communications supporting the foundation's initiatives
- Contributed communications, creative assets, media, and production support surrounding a Miami fundraising gala and the launch of a \$5.2 million capital campaign focused on mental health

Respect Together | *Project Lead*

National organization working to end sexual abuse, assault, and harassment.

- Brought the relationship in and ran it end to end
- Managed a \$175,000 project budget across marketing, PR, media, and creative production
- Directed vendors, schedules, approvals, and communications materials through execution

Hampton University | *Project Lead*

- Managed a \$220,000 project budget and led a 12-person project team, working directly with university vice presidents and senior leadership
- Wrote the President's Annual Report for the 2022–2023 and 2023–2024 reporting cycles
- Ran both publications concurrently, from production through final print
- Directed writers, designers, interviews, approvals, production schedules, vendors, and delivery

- Produced donor interviews with benefactors whose lifetime giving exceeds \$1 million
- Wrote and submitted the winning entry for a 2024 NABJ Salute to Excellence Award in the PR & Marketing Campaigns Print category
- Led the Annual Report and Short-Form Video work for which Hampton University was named a finalist at PR Daily's 2024 Social Media, Digital & Content Marketing Awards

Pennsylvania Society Weekend | *New York*

- Coordinated multi-day New York programming for two consecutive years, directing a 10-person team across multiple venues
- Managed travel, accommodations, dining, transportation, schedules, and on-site coordination for senior healthcare executives, CEOs, elected officials, and other senior guests

Selected Client & Event Work

- Served on PR teams supporting national healthcare CEOs and political figures
- Managed talent and the VIP experience for two consecutive years at The Weekender, a Harrisburg community festival produced with the City of Harrisburg and Harrisburg Housing Authority, coordinating sponsors, dignitaries, special guests, and talent
- Produced brand activations for *The Ebony Canal* around screenings and public events
- Supported setup and execution for a national retailer's wellness activation as part of the production team
- Developed tourism-focused marketing strategies for restaurant and entertainment clients participating in festivals

UNITED CONCORDIA DENTAL

Senior Digital Communications Analyst | 2024 - Present

Government Relations Liaison | 2021 - 2024

- Develop communications and market strategy supporting government business, contracts, and client priorities
- Write thought leadership articles and executive communications, and develop materials for internal and external briefings
- Build SOPs, internal resources, training materials, and communication processes to improve consistency and information sharing
- Brief military officials and government stakeholders on program policies, services, trends, and operational matters
- Partner with senior leaders on client communications, market analysis, program priorities, and operational needs

URBAN SNOB

Founder & Owner | 2012 - 2022 | Harrisburg, PA

Independent fashion boutique and e-commerce business, built and operated concurrently with corporate career.

- Led product selection, merchandising, partnerships, customer experience, marketing, and overall brand direction across storefront and online sales
- Curated merchandise through buying trips to New York and Los Angeles, partnered with independent designers, gave emerging brands a retail platform, and earned local print and broadcast coverage
- Created and produced original experiential events under the brand, including Snob Fest, Snob Oasis, and Snobchella

HIGHMARK BLUE CROSS BLUE SHIELD

Group Retail Consultant | 2007 - 2021

- Developed training and marketing strategies for sales teams and insurance brokers
- Served as subject-matter expert on spending accounts and value-based benefits
- Managed product positioning, client education, broker relationships, retention, and growth

PENNSYLVANIA CHAMBER OF BUSINESS AND INDUSTRY

Licensed Insurance Broker | 2002 - 2007

- Named Top Sales Agent in 2006 and achieved an 80% renewal rate
- Pioneered expansion into the individual insurance market and managed business and individual sales across Pennsylvania

BOARD & COMMUNITY LEADERSHIP

Life-2-Life | Advisory Board Member, February 2026-Present. Literacy initiative helping children stay connected to incarcerated fathers

Youth Mentorship Program, Gwinnett County, GA | Advisor, February 2026-Present. Business development, funding, and branding

Neighborhood Center UMC | Vice President of the Board, 2018-2021

EDUCATION & LICENSURE

Pennsylvania State University | B.A., Organizational Leadership

Harrisburg Area Community College | A.A., Criminal Justice

Pennsylvania Life, Accident and Health Insurance Producer License