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ABOUT ME.

Pablo Picasso by day, Martha Stewart by night. I build the engines that make brands move.

For over 12+ years, my career has split between high-growth Tech, Entertainment, and \$1B+ Beauty/CPG enterprises. I am a modern, social- and digital-first marketing leader who bridges the gap between Silicon Valley data and Madison Avenue storytelling. From pioneering \$5M influencer ecosystems from scratch to architecting brand integrations for \$1.7B acquisitions, I specialize in "Zero-to-One" transformations that stick.

My "unfair advantage" is a dual-threat mindset: I lead with the intuition of a Creative Director and the fiscal discipline of a COO. My portfolio includes defining strategies for Udemey, Rodan & Fields, Netflix, Warner Bros, and Apple, where I've managed digital ecosystems reaching 75M+ followers. From brand to performance marketing, I am a strategic Swiss Army knife that ensures every campaign is engineered to perform and is optimized for full-funnel ROI.

EDUCATION.

Arizona State University
Bachelor of Arts, Psychology
Master of Arts in progress

Fashion Institute of Design & Merchandising
Associate of Arts, Visual Communications

Baylor University
Coursework in Fashion Merchandising

EXPERIENCE.

10 mos

2025–Present

Udemey (Nasdaq: UDMY) 📍 Austin, TX (Hybrid)

Director, Social, Integrated Marketing & Creative

Promoted from Director: Paid/Organic Social & Influencer across B2B, Brand, and Consumer within 8 months to expand remit into integrated marketing & creative.

- Selected for the M&A Integration Team to lead Brand & Creative for Coursera's \$1.7B acquisition of Udemey, driving pre-close integration strategy and future-state operating model.
- Architected a comprehensive department turnaround within 6 months, unifying Organic Social, Paid Social, Creative, Integrated Marketing, and Influencer verticals into a centralized, high-velocity Consumer organization. Integrated AI systems to implement resourcing efficiencies.
- Engineered a high-performance Paid Social framework, increasing traffic +250% and ROAS by +85% within the first two quarters of leadership.
- Directed multi-disciplinary global team of 15+ and 2 external agencies, managing a \$30M+ budget across AMER, EMEA, LATAM, and APAC to drive full-funnel growth.
- Spearheaded the brand's first-ever Influencer Department, transforming creator partnerships into a scalable "content vessel" that delivers a consistent 3x+ ROAS and fuels the broader integrated media ecosystem.
- Modernized the global consumer brand identity and organic strategy for 15M+ followers, implementing a social-first, UGC-led model.

6 yrs 11 mos

2018–2025

Rodan + Fields 📍 Austin, TX (Remote)

Head of Social Media, Influencer & PR (4 yrs 5 mos)

Associate Director, Social Media and Campaigns (2 yrs 6 mos)

- Partnered on the strategic brand transformation from a Direct-Selling model to a Consumer-First omnichannel powerhouse, leading the digital and social GTM strategy for entry into Ulta Beauty, Amazon, and TikTok Shop for a \$1B+ beauty enterprise.
- Served as a key functional leader during a successful Private Equity buyout, collaborating with cross-functional executives to ensure brand continuity; recognized by the CEO as a Top 5% Leader and awarded the #1 Leader Capstone Award (2024).
- Modernized the brand's creative engine by transitioning to a social-first, UGC-led content strategy and implementing AI-driven workflows to maximize program efficiencies and creative output across all digital channels.
- Scaled departmental scope by 300% over a 7-year tenure, managing a \$10M-\$30M annual budget and a high-performing team while overseeing global social, influencer, and PR agency partners.
- Architected a \$5M Influencer Marketing program from the ground up, successfully integrating creator content into the performance media mix to deliver a consistent 5x–10x ROAS.
- Achieved the highest organic social growth in company history (17 years), ranking #4 in the premium skincare competitive set for reach and engagement with 54M video views (+137% YoY) and 72M impressions.
- Reversed a six-year stagnation in customer acquisition, delivering four consecutive months of growth and doubling Q4 acquisition YoY through optimized performance media and creator-led Spark Ads.
- Spearheaded the Global PR and Events strategy, building the department from infancy to secure Tier-1 media placements in WWD, Forbes, and Vogue while executing high-impact brand activations.

1 yr 7 mos

2017–2018

24/7 Laundry Service (Social Agency) 📍 San Francisco, CA

Senior Social Media Analyst (7 mos)

Social Media Analyst (1 yr)

Clients: Twitter (embedded on-site team member), Amazon, Apple

- Directly embedded within Twitter's global headquarters to deliver executive-level insights and data-driven strategies for a social ecosystem of 75M+ followers.
- Architected corporate social strategies for Twitter to shift consumer perception and establish live-streaming as a core platform feature, successfully driving "Only on Twitter" cultural moments and record engagement.
- Spearheaded proactive market risk assessments and crisis monitoring frameworks, providing the executive leadership at Amazon and Apple with the intelligence needed to navigate high-stakes global trends.
- Engineered advanced social listening queries and trend-forecasting models to increase Share of Voice (SOV) and insert brands into viral conversations with Tier-1 influencers and celebrities.

1 yr 5 mos

2015–2017

RED Interactive (Digital Agency) 📍 Los Angeles, CA

Lead Social Media Manager

Clients: Netflix, Hulu, Warner Bros., Ubisoft, FOX, WGN, A&E, AMC, LEGO, DICK'S Sporting Goods, Crayola, Michelob ULTRA

- Pioneered and scaled the agency's first Social Media Department, architecting the organizational structure and leading a cross-functional team of five across strategy and creative execution.
- Secured \$2.7M in new annual revenue through high-impact pitches and maintained an 87% client retention rate, demonstrating an early mastery of business development and long-term account stewardship.
- Developed full-funnel operational frameworks, moving beyond execution to design comprehensive social listening audits, channel playbooks, and measurement strategies that defined the agency's digital standard.