**Diana Kussainova**

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**Summary**

Solid expertise in producing high-quality, SEO-optimized content across web, social media, email, and print channels to enhance brand visibility and engagement. Adept at crafting compelling narratives that align with organizational mission and values, while meeting SEO traffic goals and driving organic search rankings. Skilled in developing diverse content assets, including blog posts, web pages, newsletters, white papers, press releases, sales collateral, and social media campaigns with consistent brand voice and tone. Proficient in leveraging keyword research tools and applying SEO best practices to generate passive backlinks and improve online presence.

**Professional Experience**

Assistant Coach Aug 2022 - Current

*Georgetown University Athletics Washington, DC*

* Coordinated daily NCAA Division I team practices by integrating video tagging and WHOOP wearables to track KPIs for personalizing athlete development and reducing overtraining risk for the top lineup players.
* Led recruiting strategy planning by aligning timelines and performance objectives with NCAA standards that helped in securing a Top 35-ranked recruiting class.
* Liaised directly with USTA panels and events like Battle of the Sections by sharing guidance on eligibility and pathways, contributing to recognition as the 2024 Men's Tennis Co-Coaching Staff of the Year.
* Recruited student-athletes by assessing athletic performance and academic alignment to enhance overall team strength, foster long-term retention, and uphold Georgetown’s rigorous academic and cultural standards.
* Designed and executed strategic communication plans by integrating market research with targeted digital strategy to drive engagement across multiple university departments and external sports organizations.

Georgetown Hoya Tennis Aug 2022 - Current

Social Media Contributor *Washington, DC*

* Developed match-day graphics and detailed recap posts using creative design tools, averaging 800+ impressions per post and amplified real-time fan engagement.
* Orchestrated targeted email campaigns through CRM tools to share athlete updates and align sponsor messaging to enhance outreach consistency and audience connection.
* Executed digital marketing campaigns focused on ticketing and alums outreach, curating premium experiences through events, including hospitality lounges and post-match receptions.
* Partnered with campus marketing and athletics to ensure brand-aligned storytelling across digital channels to achieve program visibility and community support.

Brand Strategy Manager Dec 2023 – Apr 2024

Your-World Enterprises, LLC *Washington, DC*

* Analyzed audience behavior using Google Analytics to shape TikTok, Reels, and X strategies, leading to refined short-form storytelling and 12% increase in weekly video retention.
* Designed campaign timelines and KPIs for athlete sponsorship and NIL initiatives that clarified content expectations and improved campaign focus for Gen Z audiences.
* Led content cadence refinements by translating analytics into actionable changes focused on maintaining narrative consistency and audience interest across platforms.
* Advised on brand positioning through iterative reporting per emerging trends to facilitate leadership decisions.

Market Research Intern Aug 2023 – Dec 2024

Winstate Athletics *Washington, DC*

* Researched consumer trends, translated findings into detailed briefs to support executive presentations, and shaped decisions on partnerships, including Athletic Brewing and Paris 2024.
* Developed NIL pitch decks by analyzing sponsorship contracts and performance data while coordinating with internal marketing and analytics teams to merge insights into clear recommendations.
* Supported benchmarking projects by identifying key market differentiators to guide sponsorship strategy.

Social Media Manager Sep 2020 – Apr 2021

Fort Gatlin Tennis *Washington, DC*

* Managed media strategy across Facebook and Instagram by designing community-focused content to elevate program visibility among local youth and adult audiences.
* Produced SEO-optimized posts and visuals using Canva to enhance brand presence.
* Launched seasonal promotional campaigns by aligning messaging with community needs. Monitored and engaged with online comments and interactions to foster positive brand perception and loyalty.

Research Fellow Jan 2020 – Dec 2020

Hot Mommas Project *Washington, DC*

* Produced course materials including syllabi, slide decks, and lesson plans tailored for digital delivery, enabling the launch of the "Women’s Entrepreneurial Leadership" course.
* Managed email campaigns using Mailchimp and maintained WordPress landing pages that promoted enrollment and supported record-setting sign-ups.

**Education**

Georgetown University May 2025

*Master of Arts: Sports Management* *Washington, DC*

* **Relevant Courses**: Strategic Sports Marketing, Sports Business & Finance, Sports Sales & Sponsorship, & Sports Event Operations Management.

City University of Hong Kong May 2022

*Master of Arts, Communication & New Media* *Hong Kong, SAR*

* **Relevant Courses**: Public Relations Strategies, Public Communication Campaign Management, Policy and Regulations of Media, & Multimedia Communication.

George Washington University May 2020

*B.A. Communication | Minor in Sustainability* *Washington, DC*

**Skills**

* Strategic Marketing Management • Digital Content Strategy • Content Creation & Management
* Digital Marketing & Social Media • Audience Segmentation • Market Research & Analysis
* Public Relations Management • Sponsorship Activation • Campaign Planning & Optimization