

# Resume: Diego Teran



## Diego Teran

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## Summary

Diego Teran brings more than fifteen years of experience in translation projects in entertainment, legal, and consumer products. During his career he has coordinated award-winning television advertising campaigns, conducted primary brand research and managed contests for Latino outreach. Diego is fluent in four languages, holds a master's degree in Business Administration and is a certified legal translator in Spanish.

## Education

Master of Business Administration  
Cal State University, Long Beach

Bachelor of Arts, Marketing  
Florida International University, FL

Associate of Arts, Fine Arts  
Long Beach City College, CA

Certificate of Legal Interpretation  
(Spanish), So. California School of  
Interpretation, Santa Fe Springs

Mobilization  
Spokesperson - Bilingual

## Areas of Expertise

Translation  
Interpretation  
Multicultural Outreach  
Multicultural Marketing &  
Advertising  
Public Outreach Campaigns  
Hispanic Media Relations  
Focus Group Facilitation Grassroots

## Sr. Account Manager, Public Affairs Communications LAB

Orange, CA  
2016-Present

- Manage multicultural campaigns in Spanish for Southern California Edison (SCE) and CalOptima.
- Managed SCE campaign that highlighted statewide Hispanic recipients of \$40,000 college scholarship on print, radio, T.V. and social media.
  - Earned Protos Award in multicultural campaign category
  - Earned Bravo National Award for Public Education campaign of the year from the Hispanic Public Relations Association
- Promote events that engage Hispanic population participation for CalOptima.
- Manage voice-overs and media production as needed for CalOptima's website and video assets.
- Facilitate focus groups for member needs assessment project for CalOptima.

## Interpreter/Translator, Law Offices of Juan Laguna, Esq. and LRA Interpreters

Santa Ana, CA  
2014-Present

- Interpret/translate legal documents for immigration proceedings and asylum seekers.
- Conduct simultaneous interpretation for Spanish-speaking defendants at deposition preparations.

## Communication Specialist, The Walt Disney Company

Anaheim, CA  
2012 - 2014

- Craft and execute communication plans that included video production, collateral production and editorial for Toys for Tots and Disney VoluntEARS Community Fund internal campaigns. Toys for Tots campaign had a 30 percent increase in toy collection compared to previous year.
- Develop editorial content for The Disneyland Resort Line biweekly publication for an audience of 20,000 readers.
- Write and publish headlines for Disney Parks and Resorts intranet, with continuous monitoring of metrics to adapt and modify topics.
- Edit content and populate daily operational publication for Disneyland Resort managers.

## Spanish Translator, The Walt Disney Company

Anaheim, CA  
2006 - 2012