

Resume: Diego Teran



Diego Teran

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Summary

Diego 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 and is a certified legal translator in Spanish.

Education

MBA, Cal State University, Long Beach

BA, Marketing
Florida International University, FL

Certificate of Legal Interpretation
So. California School of Interpretation
(Spanish)

Areas of Expertise

Translation & Interpretation
Multicultural Outreach & Marketing
Public Outreach Campaigns
Hispanic Media Relations
Focus Group Facilitation/Moderation

Outreach Projects

LA Metro

Vermont Corridor Project
Community Outreach & Stakeholder Comms
2024 - 2025

OCTA

OC Streetcar
Community Outreach & Survey Intercepts
2025

Southern California Edison

Hispanic Community & Media Outreach
Community Outreach, Communications & Media Relations
2020 - Present

Sr. Account Manager, 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

Disneyland Public Relations
Anaheim, CA
2006 - 2012