

# ARIANA CONTRERAS

## COMMUNICATIONS MANAGER



### CONTACT



### SKILLS

- Strong writing and editing in Spanish and English
- Photo and video editing
- Content creation
- Meta Business Suite and analytics.
- Finding the human connection in stories and sharing with different groups of people.

### CERTIFICATIONS

- Arizona State Teaching Certification
- ESOL Teaching Certification

### EDUCATION

#### BA International Affairs

Northern Arizona University

Graduated May 2018

### REFERENCES

Available upon request

### EXPERIENCE

#### Women's Money Matters | 2021-present

- Developing a comprehensive communication plan for multi-platforms
  - Ensuring strong engagement across all social media platforms, scheduling and creating posts on Instagram, TikTok, Facebook, LinkedIn, YouTube, Twitter
- Developing internal and external communication materials to share client stories and impact, including newsletters, blog posts, annual reports, and impact reports.
  - Maintaining a content calendar that is flexible and "living" as the organization requires.
- Lead the organization through a rebrand
  - Redesign of the website, marketing materials, social media templates.
- Creating flyers, presentations, and materials for various organization-wide use
- Supporting development team with data and compelling impact stories for donors and grant applications.

#### English Language Learner Program Coordinator Girls Inc of Lynn | 2020-2021

- Member recruitment and enrollment
- Creating hour-long educational programming and materials on various topics.
- Building relationships and actively communicating with school and community administrators.
- Budgeting, Purchasing, and Promoting Events
- Translating program materials as requested
- Creating Bi-Lingual newsletters, applications, social media posts, flyers, and other materials.
- Communicating with parents about student's progress, challenges, etc.

#### Sixth Grade English as a Second Language Teacher Sierra Vista, AZ Unified School District | 2018 - 2020

- Planning and implementing lesson plans in accordance with state standards
- Managing a classroom of 30 along with two paraprofessionals
- Working alongside parents, auxiliary staff, administration, and counselors to ensure student success and wellbeing.
- Working across socio-economic, cultural, and language differences to advocate for student success.