

DYHANARA YVONNE RIOS

portfolio.dyhanara.com

EXPERIENCE

Multimedia Communications Specialist *Oct 2022-Present*

Lady Bird Johnson Wildflower Center at The University of Texas at Austin - Austin, Texas

Social media manager and content creator, webmaster, and video producer and editor for the Wildflower Center. Served on the Marketing and Communications Team to support goals for increased general admissions, classes and workshops promotions, public and private event bookings at this venue, memberships and donations, and educational content to inform and educate the community in line with our mission to inspire the conservation of native plants. Supervised and mentored student interns. Created a "Campus Connection" workgroup to create and continue connections with the Wildflower Center and departments on the main UT campus.

Community Relations Coordinator and Center Manager *Feb 2018-June 2022*

William R. Sinkin Eco Centro at San Antonio College - San Antonio, Texas

Communications lead, webmaster, office manager and outreach coordinator for Eco Centro, center for environmental and community sustainability. I supported the Center's mission to cultivate sustainability through administrative support, social media strategy, community engagement, public relations, graphic design, event planning, program development and connecting faculty, students and staff to resources and volunteer opportunities. Partnership coordinator, calendar and staff scheduling manager, billing and budget management supervisor, logistics coordinator. Designed, and coordinated the distribution of, all print materials and collateral, fundraising campaigns, and digital media analytics. I received a SAC Emerging Leaders Award in Spring 2019, and SAC Employee of the Month in February 2022.

Multimedia and Communications Specialist *Sept 2015-Feb 2018*

The Meadows Center for Water and the Environment at Texas State University - San Marcos, Texas

Multimedia production and graphic design: brochures, web design and analytics, social media, publications, reports, logos, and video production. Developed fundraising collateral and supported community outreach for the Texas Stream Team statewide citizen science program. Connected university students with environmental stewardship opportunities. Redesigned the Center's website when the university implemented a new website content management system, in collaboration with University Marketing.

Multimedia Specialist - Rios MediaWorks *Oct 2013-Present*

Freelance consulting and creative services including web and graphic design for small businesses and entrepreneurs.

EDUCATION

Texas State University - San Marcos, Texas *May 2017*

Bachelor of Science in Electronic Media and Mass Communication

Minor in Business Administration, Concentrations in Multimedia Production and Digital Media

COMMUNITY SERVICE AND ACTIVITIES

Optimist International *Aug 2013-Sept 2022*

Nonprofit organization that serves youth and community through fundraising, mentorships and scholarships for K-12 grade students. I conducted training on social media best practices locally, regionally and internationally. I served as Public Relations Chair for the Optimist Club of San Antonio and Leadership Development Chair for the South Texas Optimists. I was awarded San Antonio Optimist of the Year for 2021 and South Texas Optimist of the Year in 2022.

San Antonio College | Campus-Wide Committees

Coordinated programs and promoting events to students: LGBTQ+ History Month Committee, Hispanic Heritage Month Committee, The Caring Campus Initiative, and the Library Common Read Committee.

Other Memberships:

Deceleration News (Board Member) and Women Communicators of Austin