

# Génesis S. Ibarra

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## **EXPERIENCE**

### **CONGRESSIONAL HISPANIC LEADERSHIP INSTITUTE (nonprofit)**

**Washington, D.C.**

#### ***COMMUNICATIONS FELLOW***

January 2022 - Present

- Successfully authorized unexplored social media strategies through Hootsuite data collecting and exceeded the 4-month targeted timeline (+142 new followers and a 21.7% engagement rate increase across platforms)
- Spearheaded virtual/in-person events through the development of press releases, media kits, photo/video galleries, live chat management, and program recaps.
- Boosted click rate of e-newsletters through customized language on MailChimp and personally reaching out to thank donors, this made our e-campaigns more profitable in the long run.
- Represented CHLI at virtual seminars/programs/calls, reporting back to the team and securing further development of our daily organization/administrative support (for example, getting the team a discounted price with Muck Rack software).

### **CARES OF NY (nonprofit)**

**New York, NY**

#### ***COMMUNICATIONS ASSISTANT***

February 2021 - January 2022

- Orchestrated networking opportunities between nonprofit organizations to build better programs through collaboration (this attained a 3% increase in applications from homeless vets).
- Updated new board members on committee goals/roles through minutes handling and executed an easier scheduling system for state-wide committee meetings.
- Aided in grant and proposal preparation, helping identify funding sources and coordinating follow-ups.
- Assisted Operations Manager with building/administration management.

### **THE BLACK INSTITUTE (nonprofit)**

**New York, NY**

#### ***DIRECTOR OF COMMUNICATIONS***

September 2020 - December 2020

- Managed virtual/in-person events (such as book launches) with high-ranking officials and succeeded in getting photographs/interviews for our social platforms.
- Successfully researched for Op-Eds/bills/script writing and triumphed in getting multiple outlets to publish our pieces (such as getting our “We Can’t Breathe” article on City & State NY)
- Formalized a collaborative network of nonprofit organizations to gather information for out-of-state documentaries (one of our biggest success stories are the interviews we got for Oprah and Prince Harry’s powerful mental health docuseries, *The Me You Can’t See On Apple TV+*).

### **VIA CARE LA (nonprofit)**

**New York, NY**

#### ***GRAPHIC DESIGN/COMMUNICATIONS ASSOCIATE***

February 2020 - September 2020

- Successful promotion of campaigns to offer free PPE and medical care to low-income communities of color regardless of immigration status.
- Effectively assisted Head of Marketing in creating graphics for better targeted posts/events/flyers and then tracking analytics which amplified our event turnout.
- Overseeing document edits for donation/grant opportunities and ensuring all supporting information was adequately structured (such as maintaining a highly organized master file on pending contracts).

**BERLINROSEN (public relations agency)**  
**NY PUBLIC AFFAIRS ASSOCIATE**

**New York, NY**  
August 2019 - December 2019

- Publicity for real estate and nonprofit clients (MGM Grand, Coalition for the Homeless, Brookfield Place)
- Sending weekly/daily update reports in a timely manner (this was a fast environment).
- Confirmed event coverage through journalist connections (for example, getting NBC to cover a holiday event for Brookfield Place).
- Managed outreach materials through data software.

**DOSOMETHING.ORG (nonprofit)**  
**CAMPAIGNS CONTRACTOR**

**New York, NY**  
May 2019 - August 2019

- Assisted the Campaigns manager in the conception and implementation of various media-led national competitions
- Gather and analyze data through standard software such as Looker and Customer.IO.
- One-on-one problem solving with users (through mail and website services)
- Set up gift packages and mailed them to users
- Mission-based working to educate and motivate youth groups. Successfully aided high school/college student-run clubs in implementing activities such as earth day tree planting, recycling initiatives, and anti-bullying campaigns.

**EDUCATION**

**HOFSTRA UNIVERSITY**

BA in Communications; Double Minor in Philosophy and Graphic Design

**SKILLS**

**GRAPHIC DESIGN:** ADOBE CLOUD (PHOTOSHOP, INDESIGN, ETC.), CANVA + PROCREATE

**WRITING/LANGUAGE:** SPANISH (FLUENT), FRENCH (A2/B1), RESEARCH, PUBLISHING, COPYWRITING, INTERVIEWING, NEWS REPORTING

**SOFTWARE/MISC:** WEBSITE DEVELOPMENT (WORDPRESS, WIX, ON UNIVERSE, light HTML), MANAGED LIVESTREAM/WEBINARS ON STREAMYARD/ZOOM, G SUITE, SLACK, MARKETING REPORTS, DATA ANALYZING (CISION, MELTWATER, MUCK RACK, ETC.) OFFICE OPERATIONS/ADMINISTRATIVE ASSISTANCE