

# YOSENIT NEVAREZ-RIOS

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## PROFESSIONAL SUMMARY

Creative and adaptable professional with 9+ years of experience in marketing, communications, events, and education. Known for blending creativity with structure, I bring a warm, people-centered approach to every role—from coordinating global campaigns and high-profile events to developing personalized classroom experiences. Passionate about connecting ideas, teams, and communities through thoughtful strategy, storytelling, and collaboration.

## EDUCATION & CERTIFICATIONS

**Doctor of Philosophy (Ph.D.) in Communication** – Liberty University (In Progress)

**Master of Business Administration (MBA) in Global Management** – Hallmark University (2023)  
Summa Cum Laude | National Society of Leadership and Success

**Bachelor of Science in Music Business** – Full Sail University (2021)  
Advanced Achievement Award

**Project Management Professional Certificate** – Google (2023)

## WORK EXPERIENCE

### Clowvazar Academy

**Special Education Teacher / Accreditation Committee Member** (2025–Present)

- Teach self-paced special education classes across multiple subjects for a variety of student ages.
- Design and adapt differentiated curriculum using creative, individualized methods to meet diverse learning needs.
- Develop systems for classroom management, student motivation, and progress documentation.
- Serve on the school's Accreditation Committee, contributing to reports, policy updates, and compliance processes.
- Collaborate with administration, staff, and families to promote academic engagement and student success.

### GoPro

**Creative Paid Ad Media Project Coordinator** (2023–2024)

- Led localization efforts for global marketing campaigns, ensuring consistent messaging across languages and markets.
- Coordinated cross-functional teams (creative, marketing, production) to meet deadlines and streamline workflows.
- Managed execution of digital marketing assets across channels and analyzed data to refine performance.

### BetterWork Media Group

**Events & Marketing Manager / Traffic Manager** (2023–2024)

- Developed and executed multi-channel campaigns to drive engagement and visibility.
- Managed logistics and promotion for executive leadership conferences.
- Coordinated international speaker outreach and contract negotiation to secure industry leaders.
- Implemented workflow improvements in Asana to enhance collaboration.
- Created and scheduled social media content including event promotions, behind-the-scenes footage, and post-event recaps; tracked engagement and performance across platforms.
- Prepared and delivered presentations to internal stakeholders, partners, and external audiences to promote events, programming, and brand initiatives.

## **KpopWise**

### ***Freelance Writer / Content Editor*** (2022–Present)

- Write and edit engaging articles on K-pop trends, artist releases, and global music insights.
- Develop SEO-optimized content to grow readership and boost engagement.

## **iHeartMedia**

### ***Ad Product Marketing Coordinator / Traffic Coordinator*** (2021–2023)

- Conducted research on potential vendor partnerships to enhance B2B ad solutions.
- Developed presentation decks and one-pagers for leadership and sales teams.
- Wrote RFPs outlining project scope, deliverables, and vendor evaluation criteria.
- Collaborated with cross-functional teams to align strategies and manage contract uploads.

## **Alpha Media**

### ***Promotions Manager / Promotions Technician*** (2019–2020)

- Supervised, trained, and supported a team of promotions staff, ensuring brand consistency, deadline adherence, and successful on-site execution.
- Planned and managed exclusive artist events, including a Charlie Puth in-lounge experience.
- Executed promotions and sponsorship activations to increase listener engagement.

## **Back Room Recordings**

### ***Marketing Assistant*** (2016–2018)

- Developed strategic marketing plans for recording studio clients and independent artists.
- Executed content marketing strategies to enhance brand visibility and audience growth.

## **INTERNSHIP & MENTORSHIP**

### **Master Me Program (By Patientce Foster)** – 2022

- Mentored in branding, PR, and career strategy by an industry-leading publicist.
- Learned methods for building brand presence and storytelling in entertainment.

### **True Hu\$tler Entertainment** – 2018–2020

- Planned and promoted community-focused live events and cultural programming designed to increase public attendance and brand visibility
- Assisted with social media branding and promotions.

## **CORE SKILLS**

Communication & Storytelling | Project & Event Management | Curriculum Development | Cross-Functional Collaboration | Creative Campaigns | Strategic Planning | Data Tracking & Organization | Leadership & Training

**TOOLS:** HubSpot, Salesforce, Asana, Trello, Smartsheet, BMS (Broadcast Management System), WideOrbit, G-Suite, Microsoft Office, Adobe Suite, Canva

**LANGUAGES:** Fluent in Spanish | Studying Korean