

## Contact

[www.linkedin.com/in/vanessafuentes4741](http://www.linkedin.com/in/vanessafuentes4741) (LinkedIn)

## Top Skills

Government Relations  
Political Campaigns  
Strategic Communications

## Languages

English (Native or Bilingual)  
Spanish (Native or Bilingual)

## Certifications

Into to Cross Sector Leadership:  
Building Teams  
Certificate of Conflict Management

## Honors-Awards

Distinguished Young Leader Award  
Award of Excellence - Newcomer of  
the Year  
Outstanding Achievement in  
Advocacy  
Affiliate-Wide Cass Wheeler  
Collaboration Award

# Vanessa Fuentes

👉 Innovative Advocacy Strategist Health Equity Advocate  
Community Engagement ✓#Strategic Project Management  
Austin, Texas

## Summary

“We make a living by what we get, but we make a life by what we give.” — Winston Churchill

Over the years, I have realized that there is no greater joy than seeing a smile on someone’s face after you’ve given them the help they needed. So I made it my golden mission to give, advocate and support innovative programs that produce healthy, well-educated and financially-stable individuals and families.

I’m Vanessa Fuentes, an innovative, compassionate, and result-driven professional with 10+ of expertise in digital mobilization, community outreach/engagement, public health policy, advocacy, program management, project implementation, and public relations.

With my present employer, I have consistently exceeded all goals set for me, and am valued for my hard-work, honesty, reliability, and ability to come up with solutions to problems.

Knowledge of social media best practices, and ability to leverage creative digital strategies to educate and engage supporters, build a network of activists, influence strategic campaign targets, fundraise, and build long term political power.

Some of the most beautiful moments in life come just after you have given someone what they needed and help/empower them to reach their full potential.

## CORE COMPETENCE:

- Leading the organization's digital advocacy campaigns and grow online and mobile network of supporters, with the goal of using online tools to drive change.
- Building and sharing knowledge through the delivery of professional development, training, learning and networking

opportunities, and resources that advance the quality of volunteer programs and build capacity in the non-profit sector

- Enhancing the quality of life for individuals and the wellness of communities through volunteerism.

I'm always prepared to exchange thoughts and ideas with like-minded individuals. If you have any questions, please connect with me anytime.

☎(512) 971-4741 ✉cvanessafuentes@gmail.com

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## Experience

American Heart Association | American Stroke Association  
National Team Lead, Grassroots Advocacy Strategist for the Western Region

May 2014 - Present (5 years 11 months)

Austin, Texas Area

Senior Advocacy Management Team » Business Development/Expansion  
» Advocacy » Volunteering » Inspiring Leader and Motivator » Innovation »  
Community Relations » Digital Activation » Advocate Mobilization

Hand selected to direct and provide strategic vision and leadership. Oversee and manage SouthWest Affiliate You're the Cure Network, the advocacy program to educate, activate, and retain 50,000+ volunteers dedicated to raising their voice on heart disease and stroke issues and healthy communities. Develops integrated social media and digital strategies to drive policy campaigns and advocate engagement.

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Key Contributions:

Regional Vice President, SouthWest Affiliate

- ▶ Supervises 3 grassroots directors, 1 advocacy coordinator, 1 administrative associate
- ▶ Leads advocate recruitment efforts resulting in 18,058 new advocates to achieve 51.5% increase in the overall network.
- ▶ Secured and coordinated 31,903 offline activations between advocates and their respective elected officials.
- ▶ Writes and launches "call to action" emails, educational alerts, and text alerts to volunteer advocates.

- ▶ Regularly plans and executes lobby days, policy briefings, advocate insider calls, legislative meetings, and proclamation events, involving interdepartmental staff and volunteers for the state, local, federal campaigns.
- ▶ Oversees and provide updates on program metrics, as well as develops and executes gap to goal analysis plans.

Honors:

- National Grassroots Innovation Award, 2016-2017
- SouthWest Affiliate Award of Excellence in Mission Related Initiatives, 2016-2017
- Affiliate-Wide Cass Wheeler Collaboration Award, 2015-2016
- SouthWest Affiliate Newcomer of the Year Award, 2014-2015
- SouthWest Affiliate Outstanding Achievement in Advocacy, 2014-2015

» If you are interested in learning more about my involvement in these areas, please connect with me on LinkedIn.

## Texas House of Representatives

### Committee Director

January 2013 - May 2014 (1 year 5 months)

Texas Capitol

Director » Policy Formulation » Public and Formal Hearing » Communication & Creative Coordinator » Conflict Resolution » Government » Legislative Affairs

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Successfully facilitated and analyzed 300+ pieces of House members' legislation through the Committee legislative process. Coordinated and administered public and formal hearings, and led stakeholder and focus group meetings on relevant issue areas, including program development.

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### Key Contributions:

Director, Committee on Criminal Jurisprudence

- ▶ Formulated and executed the Committee's policy studies.
- ▶ Conducted constituent relations serving as a liaison between state agencies and residents of House District 34.
- ▶ Collaborated with local, state, and federal elected officials to host policy-oriented events and town hall meetings.
- ▶ Coordinated the development of policies in support of the state representative's legislative agenda.

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(Federal, State, and Local levels)

Director, Political Campaigns

May 2012 - May 2014 (2 years 1 month)

Texas

Manager » Project Management/Development » Media communication » Business Partner & Expansion » Marketing/Advertisement » Employee & Customer Relations

ABEL HERRERO FOR STATE REPRESENTATIVE CAMPAIGN

Social Media Consultant

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As a creative thinker recognized for strong project management and communication skills, I coordinated and managed digital strategy including strategic timing and mode of communication; consisting of writing content for Facebook, campaign website, and newsletter; Responsible for Facebook ad purchases

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Campaign Director » Business Partner & Expansion » Program Management » Marketing/Advertisement » Employee & Customer Relations

SENATOR JUDITH ZAFFIRINI CAMPAIGN

Campaign Director

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- ▶Planned and executed numerous campaign events throughout 18 counties in Texas Senate District 21.
- ▶Drafted campaign speeches, talking points, and campaign literature; Developed extensive South Texas contacts.
- ▶Staffed the Senator at campaign events; Assisted with fundraising events and donor contributions.

Field Director » Business Partner & Expansion » Media communication » Program Management » Marketing/Advertisement » Employee & Customer Relations

## RONNIE MCDONALD FOR CONGRESS CAMPAIGN

Field Director

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- ▶ Recruited 30 campaign volunteers comprised of local elected officials, community leaders, and supporters/
- ▶ Organized logistics and led 8 canvass days and 6 phone-bank sessions.
- ▶ Managed 5 “Meet and Greet” events for up to 350 people in Texas Congressional District 27 (made up of 13 diverse countries)
- ▶ Wrote news releases and content for campaign website; Formulated image and messaging strategy.
- ▶ Implemented direct mail fundraising strategy and developed and executed email fundraising campaign

Prevailing Trends, Inc.

Government Relations Specialist

April 2010 - August 2012 (2 years 5 months)

Austin, Texas Area

Policy Formulation » Public and Formal Hearing » Communication & Creative Coordinator » Conflict Resolution » Administrative » Website Renovation » Business Development

PREVAILING TRENDS, INC

April 2010 - March 2012

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Planned, executed, and maintained internal and external communication strategies for a variety of clients. Developed key relationships with local elected officials and staffs, and also served as firm’s liaison in county government. Gained valuable insights regarding public policies including transportation and health care issues.

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Key Contributions:

Client Relations

- ▶ Created, edited, and promoted written material for clients including press kits, website content, and media plans
- ▶ Oversaw business development and conducted informative research on potential business opportunities
- ▶ Assisted with crisis communications on behalf of Bastrop County during the wildfires in September 2011.
- ▶ Produced weekly reports about Austin City Council and Travis County Commissioners Court Affairs

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## Education

The University of Texas at Austin

Public Relations · (2005 - 2008)

Leadership Austin Emerge Class

Community Leadership Training · (2011 - 2012)

Universitat Autònoma de Barcelona

Art History · (2007 - 2007)