Dyhanara Yvonne Rios

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Experience

Graduate Assistant - Social Media Content Creator *June 2026-Present*
The Wittliff Collections at Texas State University - San Marcos, Texas

- Create social media content and campaigns for The Wittliff Collections.
- Contribute ideas and supporting graphic design for event marketing and promotions.
- Mentor and lead undergraduate students with contributing social media posts.

Marketing and Communications Coordinator *April 2024-March 2026*
National Institute for Staff and Organizational Development (NISOD)
at The University of Texas at Austin - Austin, Texas

- Develop and execute integrated marketing campaigns for brand awareness and event registrations across digital and print platforms, including emails, newsletters, websites, brochures, press releases, social media, and digital advertising.
- Collaborate with Membership and Partnerships Manager and Education Programming Manager to support membership growth, enhance retention, and boost event registrations.
- Produce and publish a weekly email newsletter to an audience of higher education faculty, staff and administrators.
- Develop and distribute an annual sponsorship prospectus for signature events and coordinate opportunities with stakeholders.
- Monitor and analyze campaign performance to provide data-driven recommendations.
- Serve as editor for NISOD publications, newsletters, website content, press releases, and promotional materials; first staff contact for media and press relations.
- Ensure all communication materials align with NISOD's mission and brand identity.

Multimedia Communications Specialist *October 2022-April 2024*
Lady Bird Johnson Wildflower Center at The University of Texas at Austin - Austin, Texas

- Managed social media channels, creating compelling posts and campaigns to drive engagement and increase the Center's visibility.
- Created content and served as the webmaster, updating and maintaining the Center's website to ensure a user-friendly experience and alignment with branding standards.
- Produced and edited high-quality videos for promotional, educational, and informational purposes to support the Center's mission of inspiring the conservation of native plants.
- Collaborated with the Marketing and Communications Team to develop strategies aimed at increasing general admissions, promoting workshops and educational events, and boosting memberships and donations.
- Partnered with internal teams to produce marketing materials and campaigns tailored to specific audiences and objectives.
- Supervised and mentored student interns, providing hands-on training in content creation, analytics, and communications best practices.
- Established and led a "Campus Connection" workgroup, fostering relationships between the Wildflower Center and departments on the main UT campus for cross-promotional opportunities and collaborative projects.

Community Relations Coordinator and Center Manager *Feb 2018-June 2022*
William R. Sinkin Eco Centro at San Antonio College – San Antonio, Texas

- Served as the Interim Assistant Director, Community Relations Coordinator, and Center Administrative Manager of a community center focused on promoting and advancing sustainability in these three areas: urban agriculture, water resources, and green building.
- Led communications efforts, including social media strategy, website management, and public relations as the spokesperson and media contact for the organization.

Experience (continued)

- Designed print materials, digital media graphics, and fundraising campaigns.
- Planned and executed events and programs, connecting faculty, students, and staff with volunteer and professional development opportunities.
- Managed staff schedules, calendars, budgets, and billing processes.
- Recognized with the SAC Emerging Leaders Award (Spring 2019) and SAC Employee of the Month (February 2022).

Multimedia and Communications Specialist *September 2015-February 2018*
The Meadows Center for Water and the Environment at Texas State University – San Marcos, Texas

- Designed multimedia materials, including brochures, publications, reports, and video content.
- Created and maintained the Center's website, leading its redesign during a university-wide content management system transition.
- Supported the Texas Stream Team statewide citizen science program through outreach and collateral development.
- Connected students with environmental stewardship opportunities through community engagement initiatives.

Freelance Marketing and Communications Consultant *October 2013-Present*

- Manage social media accounts, including content creation, scheduling, and analytics
- Write and edit content for websites, email campaigns, and marketing materials
- Update and maintain websites using WordPress and email tools like Mailchimp
- Create logos, graphics, photography, and short-form video for digital use

Education

Texas State University – San Marcos, Texas
Master of Science in Marketing and Research Analysis *(expected Fall 2027)*

Texas State University – San Marcos, Texas
Bachelor of Science in Electronic Media and Mass Communication
Minor in Business Administration, Concentrations in Multimedia Production and Digital Media

Other

Founding Board Member, Deceleration News *March 2021-Present*
Deceleration is a nonprofit, online journal producing original news and analysis responding to ecological, political, and cultural crises, at the intersection of environment and justice with emphasis on the watersheds of San Antonio, South Texas, and the Gulf South). I am a founding board member and advise leadership on strategic communications and website best practices.

Selected Presentations:

"Social Media Best Practices for Nonprofits"
Optimist International Convention – Quebec City, Canada | 2016
Presented to an international audience of youth-serving community leaders on digital storytelling methods and strategies for social impact.

"Engaging the Next Generation Through Digital Media"
Optimist International Convention – Albuquerque, NM | 2017
Spoke on best practices and storytelling methods for connecting with younger audiences.

"Cultivating Engagement on Social Media"
American Public Gardens Association Conference | 2023
Presented a session for garden and arboretum education and nonprofit professionals on aligning content strategy with mission and audience engagement.

CliftonStrengths Top 5 Themes:
Strategic ▪ Communication ▪ Adaptability ▪ Activator ▪ Woo