

Araceli is a connector of regional campaigns for equity building and social justice initiatives that directly cultivate diverse Black and Latina leaders, along with leaders of other marginalized communities. As a social entrepreneur, Araceli has coached many women and minority business owners on branding and asset building. For universities and non-profits, she counsels on strategic outreach, building anti-bias, and intersectionality culture. She consults on inclusive and accessible virtual events, and her approach to cultural shifts, strategic marketing, and professional development is grounded in brand development and cultivating cultural community events.

Named as 2018 Wisconsin's Most Influential Latina, Araceli uses her status to give a platform to other Latinas + women of color who are enhancing their professional development and growing their businesses. She is deeply committed to building equity for Black and Latino grassroots micro-movements through serious sponsorship, match-making, donor relationships, and mentorship that go beyond the dollar amount.

Araceli is passionate about advocating for women, diversity, equity, and inclusion in non-profit professional spaces. As a mentor, Araceli advises women and social justice-centered movements at the forming stage, with the goal of empowering Women of Color to use social media and branding to further their reach and impact.

Araceli is a dynamic speaker, with one of her primary areas of concern being the funding gap in the non-profit industry, and the need to tackle the bias of donors and audiences. With the goal of spreading awareness of the value that Black, Indigenous, Latinos and other marginalized led agencies and movement makers give to the community, she speaks to non-profits and businesses about intersectionality, DEI culture building, and outreach strategy and engagement. She inspires and captivates audiences with her authenticity, poetics, and ability to see the connection between the boardroom and their community; be it online or in the surrounding area, there is a community that needs you.

Araceli resides in Madison, WI with her husband Mauricio, their two children, a doggie, and of course, a guinea pig!

CAREER STORY

As a Diversity, Equity and Inclusion consultant, for the past four years, I have helped organizations reach their fundraising and community outreach events by using innovative program strategies that engage diverse audiences. As a collaborator, I have been a leader and assisted with outreach efforts from social media campaigns to fundraising campaigns. I have done this work by designing workshops, outreach goals, and using analytics to measure the efforts.

As a public speaker, I am equally fluent in English and Spanish and have expert knowledge in storytelling, and provide training sessions. As an expert copywriter, I have over three years of experience creating a variety of written communications, newsletters, websites, and social media content. I work well with minimal supervision. I am technically skilled in Microsoft Office Suite, grants and program financial management, and social media content creation and monitoring social media accounts, Google suite, and Prezi.

Work History

Executive Director, Wisconsin Mujer, LLC

February 2016-Present

Our focus: DEI building the anti-bias muscle, workshop leader, content creator, Fundraiser organizer, and Outreach Strategist. Clients include: Madison Public Libraries, Tenant Resource Center, Edgewood College, Madison College, YWCA, and UNIDOS

- Inclusion outreach: With the grant assistance we were able to produce a 15 episode podcast and over 8 Facebook and Youtube videos that dealt with social and racial justice and several artist conversations.
- Social Media Manager: I work independently with a positive attitude to attract audiences and new clients. I curate panelists for Facebook live events, I create original content for Twitter and Instagram. I maintain social media calendars, monitor comments, and trends.
- Educator: I assisted in building the strategy to recruit over 80 participants for a recent volunteer match to local boards event for Non-profit Draft Day. My communication skills and empathetic ear gives me the edge in being a great trainer.
- Strategic Direction: As a leader of the project, I advise on social media strategy for small business and grassroots movements. I design outreach initiatives and provide entrepreneurial counseling.
- Stewardship: I connect my clients with future sponsors while leveraging their current events, I have generated sponsorships from \$3,000-7,000 for annual dinners and compiled sponsorship packages. My natural ability to be outgoing and to see the big picture makes me a great collaborator.

Communication Manager, Dane County TimeBank

February 2020 - February 2021

I assisted with outreach and organizing efforts to update the website and outreach processes. I manage their social media and press releases. I assist with membership inquiries and other general office duties. Recently, I coordinated their annual virtual fundraising event.

Communications Director, Community Shares of Wisconsin May 2019-Jan 2020

In my leadership, I assisted in the recruitment of summer to fall semester interns. I lead a two-intern team for our social media outreach. I have coached and trained them to engage both online and to assist with the logistics of monthly events, printings, and web and social account maintenance. I have instilled a training program and coordinated controls that allows the team to know what work needs to be done in a way that is equitable.

The work I do is coordinated and done with commitment to the work and our member groups who are essentially our clients. I am committed to our brand and our overarching messaging and outreach. I do project coordination and management of continuous monthly tasks and larger annual events, through this I create community building. Tech skills: QuickBooks, Mailchimp, content research and recruitment for participation.

Madison Metropolitan School District Bilingual Certified Substitute Teacher Jan 2013-Aug 2018

- Excellent communicator, I reconciled many disciplinary circumstances.
- Collaborator, I developed culturally specific programs like AVID, Madison Public Libraries, and volunteered at various high schools where I mentor students on social-emotional learning
- Strong interpersonal skills, I followed through on learning objectives with fellow teachers
- Customer Service, facilitated conflict and dispute resolution among students and families

Program Coordinator, Journey MHC, Madison, WI Aug 2013-Feb 2014

- With my strong communication skills, I was able to manage a 200+ patient clinic appointment desk office and operated multiple databases and systems to track appointments, clients information, medical records, and insurance billing
- My work ethic is centered on providing excellent customer service and follow-through to consumers and Doctors.
- Imparted community resources for Latino clients seeking social services
- Upheld confidential filing system

**Bilingual Family Outreach Specialist and Volunteer Manager
Epilepsy Foundation of Southern Wisconsin, Madison WI**

Aug 2003-Mar 2010

- Secured funding of over \$10,000 in grant monies
- Budget and finance, I maintained annual grant reporting budgets and sought out grant funding
- Marketing promoted events and annual fundraising events

EDUCATION

Shine Speaker Bootcamp Graduate	2021
University of South Florida, MUMIA Diversity, Equity, and Inclusion in the workplace, Certificate	2021
Hamline University ~ MFA, Writing	2014
Madison College ~ Event Planning and Meeting Management	2010
University of Minnesota ~ Bachelors in Criminology/Chicano Studies	2000
Breath for Change-Madison WI 200 Yoga training	2017

VOLUNTEER WORK

Non-profit Draft Day
Social Media Volunteer 2018
I assist with promotion on social media and onsite registration and recruited volunteers to sign up for the day, and I supervised two other volunteers on the social media team

YWCA Conference Presenter 2014-2019
Madison, WI
Presented "How to do Social Media with Integrity" for social change agents and non-profit managers

Latino Chamber of Commerce Board Member 2005-2019
Served on the Marketing team, developed the logo with a graphic artist, and the sponsor package and materials. Assisted with the Latino Art Fair with site visits, negotiated contracts, and cultivated new sponsors.

Community Advisory Committee,
Overture Center for the Arts
I volunteer at several events, I assist with outreach promotions and I give my input on shows and trends.

HONORS/AWARDS

- Most influential Latina, Wisconsin State Journal and Madison 365, 2018
- Latino Professional Association, Professional of the Year, 2016
- Honored as Women to Watch, Brava Magazine, 2015
- Recipient, United Methodist College Scholarship 2013
- Recipient, New York Foundation for the Arts 2013

PUBLIC SPEAKING

- Workshop Facilitator: Building your anti-bias muscle workshop
- Workshop Facilitator: Creative Writing Classes various Public Libraries, 2010-Current
- Lecturer, “Chicano/Latino Children’s literature and Critical Race Theory” University of Alabama
- Project Kinect, Madison Conference 2018
- Teaching Artist, Nuestro Mundo, Madison, WI 2019
- UW Women Studies Consortium, “Writing as a Curandera” 2019
- Edgewood College, Mindfulness Conference 2018
- YWCA, Racial Justice workshop facilitator 2015-2018