



ARACELI ESPARZA



CULTURE
CONNECTOR,
NONPROFIT
CONSULTANT, &
DIVERSITY
SPEAKER

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CONNECTOR, CONSULTANT & SPEAKER

Drawing from years of my professional experience in diversity and inclusion work in community outreach, and my own familia's migrant worker roots, I consult on outreach initiatives for nonprofits and organizations.

My three areas of expertise:

- 1. Strategic Outreach**
- 2. Social Capital for Social Justice**
- 3. Storytelling for Inclusion and Intersectionality**



About me

A little bit of Dairy, a Midwest heart, and a lot of Salsa.

I am a first-generation Latina, born and raised in Wisconsin. Who knew there were any Mexicans in Wisconsin? But actually, we are the third-largest population in the state. As the Latino population grew in Wisconsin, so did the occurrences of the festivals, businesses, art, and nuances that make up our culture. And that is when my work began.

Using my experience and connections, I have helped create many outreach initiatives, raised thousands of dollars for non-profit efforts, delivered quality workshops, provided professional mentorship to Women of Color.

I am fiercely committed to creating spaces for storytelling, social change begins with getting to know ALL of your community.



Workshops

We will define intersectionality and practice introducing ourselves using team-building exercises.

Participants will center their own identity and foster a deep sense of belonging.



Consultant

I help civic organizations, libraries, museums, and nonprofit organizations reach marginalized communities. I help create year-long strategic outreach plans using social media and content analysis. Events and building community awareness is my super power!

Speaker

As a keynote speaker, I have spoken on how to use social capital for social justice. I've participated in roundtable discussions with community leaders, and stakeholders.

The impact has been thousands of dollars raised to help marginalized communities, city-wide wellness programs, pandemic virtual art shows, and educational awareness programs.



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One way to connect to a new culture is by participating!



3.5K
TOTAL
INSTAGRAM
FOLLOWERS

800+
EMAIL
SUBSCRIBERS

60%
WOMEN
ENGAGEMENT

100K
WEEKLY
REACH

Services & Rates

Keynote (45 min)	\$3,000
Panel Discussions	\$250-1,500
Workshops	\$500-2,000
Consulting Discovery Session	FREE
Influencer work	\$300-500

***Discounted rates available for women/Black/Latino/Asian/Disabilities lead agencies

Audience



REPRESENTATION MATTERS



@araceliesparza_

www.araceliesparza.com

+608-571-5182