

# IVONNE MARÍA VECIANA LINDO

## Strategic Communication and Multimedia Specialist

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Social communicator with over 20 years of experience in planning and executing online and offline communication strategies. Expertise in content innovation, audience management, institutional image, and public relations. With 25 years of experience hosting radio programs, interviews on global topics and producing multimedia content.

### AREAS OF EXPERTISE

- Crisis management and Corporate reputation
  - Branding and Marketing
  - Voiceover and dubbing
  - Journalism and content editing
  - Strategic thinking
  - Social media and metrics
  - Book writing
  - Podcasting and storytelling
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### PROFESSIONAL EXPERIENCE

#### Digital Communication Consultant

UNFPA El Salvador | Feb. 2023 – Dec. 2024

- Designed and implemented communication strategies to enhance institutional project visibility with social impact.
- Produced innovative multimedia content, increasing digital engagement with key audiences.
- Trained implementing partners, optimizing message alignment with international cooperation objectives.

#### Radio Journalist & Host

Radio YSKL | Oct. 2023 - Present

- Lead and host a prime-time radio program, positioning it as a reference for cultural and current affairs information.
- Conduct interviews with key national figures, contributing to dynamic and agile journalism.

## Multimedia Communication & Producer

UNDP -Infosegura | Feb. 2021 – Dec. 2022

- Managed the production of webinars reaching large regional audiences, promoting key security and development data.
- Implemented social media strategies, increasing the project's digital presence by over 50%.

## Radio Host & Content Producer

Megavisión Radio Coop. | Apr. 2016 – Feb. 2022

- Created, produced, and hosted radio programs and podcasts with an informative and entertainment focus.
- Strengthened audience engagement through innovative content and interviews with opinion leaders.
- Positioned brands digitally, contributing to audience growth and increased sales.

## Journalist & Multimedia Producer

World Food Programme | Jan. – Dec. 2020

- Produced a podcast series on sustainability and climate change, expanding environmental communication to new audiences.
- Designed narrative strategies that facilitated the understanding of technical data in the humanitarian sector.
- Interviewed experts in different areas of environment and natural resources to systematize content.

## Multimedia Editor

El Mundo Newspaper | Jun. 2013 – Dec. 2015

- Led the digitalization of journalistic content, increasing online engagement and improving media accessibility.
- Implemented strategic communication campaigns, online and offline, that strengthened the brand's presence in the social ecosystem.

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## EDUCATION & TRAINING

- **Master's** in Integral Psychology Coaching | Academia Argentina
- **Diploma** in Gender & Public Policy | FLACSO Uruguay
- **Bachelor's** in Social Communication | Universidad Dr. José Matías Delgado

- **Diploma in Corporate Social Responsibility** | FUSADES
  - **Workshops in Journalism, Writing & Photography** | Central American Journalism Forum, Spanish Cultural Center
  - - Spanish: Native - English C1 - Italian B2
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## OTHER PROJECTS

- Author of the books *NoMienta* (El Salvador, 2017) and *Letters from a Barefoot Woman* (Madrid, 2023).
- Wrote and Produced institutional books and Annual Reports
- Volunteer in environmental organizations.