IVONNE MARÍA VECIANA LINDO

Strategic Communications, Institutional Positioning and Communication for Development – Local and International Management

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Strategic Communications Specialist with more than 20 years of experience working with international organizations, development cooperation agencies, media outlets and civil society organizations. Experienced in designing and implementing institutional communication strategies, positioning, digital communications, storytelling and content management for high-impact projects.

I have led communication initiatives focused on human rights, gender equality and sustainable development, strengthening the visibility, reputation and advocacy capacity of organizations and programs. Skilled in transforming technical information into clear and strategic messages for diverse audiences and key stakeholders.

CORE COMPETENCIES

• Strategic Communications and Communication for Development • Corporate and Digital Communications • Public Relations • Journalism • Crisis Communications • Project Coordination • Strategic Partnerships Management • Audience Analysis • Advocacy and Social Change • Gender and Human Rights • Capacity Building • Content Innovation

PROFESSIONAL EXPERIENCE

Digital Communications Consultant

Fundación Bloom El Salvador | March 2026 – May 2026

• Designed and implemented an institutional positioning and digital communications strategy.
• Led the redesign of the institutional website through information architecture, user experience and content management.
• Developed brand guidelines, institutional messaging and communication materials for spokespersons and engagement with key audiences.
• Developed strategic content to strengthen institutional relationships with partners, donors and key stakeholders.

Digital Communications Consultant

UNFPA El Salvador | February 2023 – December 2024

• Strengthened institutional visibility through digital strategies that increased outreach to key audiences by an average of 45%.
• Designed and implemented institutional and project communication strategies with a human rights and gender equality approach.
• Led the production of digital and multimedia content for national campaigns and strategic partnerships.
• Provided technical assistance and communication and social media training to implementing partner organizations.
• Coordinated coverage of institutional events, spokesperson activities and communication of strategic milestones.
• Wrote, edited and produced content for diverse audiences across digital platforms, media outlets and institutional materials.

Radio Journalist and Host

Corporación YSKL | October 2023 – Present

• Host of a daily radio magazine program, conducting interviews, scriptwriting and news agenda development focused on culture, arts and education.
• Produced cultural, social and journalistic content for diverse audiences.

Multimedia Communications and Content Management Consultant

UNDP InfoSegura | February 2021 – December 2022

• Managed the production and coordination of regional webinars on security and development, expanding audience reach by 28% per episode and strengthening dissemination of strategic information.
• Designed and implemented digital communication and social media strategies that increased the project's visibility and digital presence by more than 50% from its inception.
• Produced multimedia content and communication materials to disseminate project evidence, data and results to specialized stakeholders and diverse audiences.
• Conducted monitoring and analysis of digital metrics to optimize content performance, communication channels and outreach strategies.
• Managed mailing tools and content distribution processes, contributing to the systematization and visibility of knowledge products generated by the project.
• Supported the translation of technical and statistical information into accessible content for institutional communications and public dissemination.

Storytelling and Multimedia Communications Specialist

World Food Programme (WFP) | January 2020 – December 2020

• Produced a podcast series on sustainability and climate change, expanding the reach of environmental communication to new audiences through daily content production.
• Designed storytelling strategies that facilitated the understanding of technical data within the humanitarian sector.

Digital Content Editor and Multimedia Strategy Specialist

Diario El Mundo | June 2013 – December 2015

• Created the digital journalism department and led the digital transformation of journalistic content, increasing online engagement and improving accessibility. Implemented strategic communication campaigns that strengthened brand presence within the digital ecosystem.
• Managed web editing, digital content and transmedia projects for thematic magazines, commercial clients and social and political leaders.

EDUCATION

• **Bachelor's Degree in Social Communications** – Dr. José Matías Delgado University
• **Specialized Diploma in Gender and Public Policy** – FLACSO Uruguay
• **International Coaching Certification in Integral Psychology** – Academia Argentina Coaching Integral
• **Additional Training:** Chronicle and Narrative Writing (ForoCAP), Creative Writing (CCE), Analog and Digital Photography, Narrative and Conceptual Photography, Diploma in Corporate Social Responsibility (FUSADES).

• English: Professional Working Proficiency
• Italian: Intermediate

OTHER PROJECTS

Author of the **books NoMienta (2017)** and **Cartas de una Mujer Descalza (2023).** Additional experience in **writing institutional publications, annual reports and corporate content.**