

IVONNE MARÍA VECIANA LINDO

Strategic Communication and Multimedia Specialist

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Strategic Communications Specialist with 20+ years of experience across international organizations, media, and development projects. Expertise in institutional communications, multimedia production, digital content creation, storytelling, and strategic content planning. Proven track record collaborating with UNFPA, UNDP, and international cooperation agencies. Experienced in community management, professional voice-over, digital campaigns, event coverage, and capacity-building for implementing partners. Currently seeking local or remote roles in strategic communications, social media, or content strategy.

AREAS OF EXPERTISE

Strategic Communications • Digital Content Strategy • Multimedia Production • Social Media Management • Institutional Communications • Storytelling • Crisis Communications • Public Relations • Training & Capacity Building • Project Coordination • Gender Perspective Integration • Analytics & Reporting • Copywriting & Editing • Stakeholder Engagement

PROFESSIONAL EXPERIENCE

Digital Communication Consultant

UNFPA El Salvador | Feb. 2023 – Dec. 2024

- **Developed institutional and project communication strategies**, ensuring message consistency and a human-rights-based approach, **expanding key audiences and strategic partners and achieving an average monthly growth of 45%** in digital campaign reach.
- **Produced digital content** (scripts, videos, articles, visual assets) for campaigns and strategic partnerships, including **pre-production, production, and final editing of transmedia materials**.
- **Delivered training sessions on communications and social media** for implementing partners, strengthening their technical and operational capacities.
- **Led event coverage, spokesperson support, and communication around key milestones**, ensuring visibility and alignment with institutional objectives.
- **Wrote, edited, and recorded digital content** tailored to multiple audiences and formats.

Radio Journalist & Host

Radio YSKL | Oct. 2023 – Present

- **Hosted a daily afternoon radio magazine**, conducting interviews, scripting segments, and managing the editorial agenda with a strong focus on culture, arts, and education.
- **Produced cultural, social, and journalistic content** for diverse audiences across multiple formats.

Multimedia Communication & Producer

UNDP -Infosegura | Feb. 2021 – Dec. 2022

- **Managed the production of weekly webinars**, achieving a **28% increase in regional audience reach per episode** and strengthening the dissemination of key data on security and development.
- **Implemented social media strategies** that increased the project's digital presence by **more than 50%** from launch.
- **Conducted analytics for social media and dissemination channels**, including mailing performance metrics, to improve **content systematization and strategic decision-making**.

Journalist & Multimedia Producer

World Food Programme | Jan. – Dec. 2020

- **Produced a podcast series on sustainability and climate change**, expanding environmental communication reach to new audiences through daily content production.
- **Designed narrative strategies** that improved the **understanding of technical data in the humanitarian sector**, making complex information accessible for diverse stakeholders.

Journalist and Multimedia Editor

El Mundo Newspaper | Jun. 2013 – Dec. 2015

- **Established the digital journalism department and led the digital transformation of editorial content**, increasing online engagement and improving platform accessibility. **Implemented strategic communication campaigns** that strengthened the brand's presence within the digital ecosystem.
 - **Managed web editing, social media, and transmedia content production** for thematic magazines, commercial clients, and social and political leaders.
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EDUCATION & TRAINING

- **Master's Degree in Integral Psychology Coaching** – Academia Argentina
- **Specialized Diploma in Gender and Public Policies** – FLACSO Uruguay
- **Bachelor's Degree in Social Communication** – Universidad Dr. José Matías Delgado.
- **Workshops & Training:**
Chronicle and Narrative Writing (ForoCAP); Creative Writing (CCE); Analog & Digital Photography; Narrative & Conceptual Photography; Diploma in Corporate Social Responsibility (FUSADES).
- Spanish: Native - English C1 - Italian B2

OTHER PROJECTS

- **Author of two personal books:** *NoMienta* (Kalina Publishing, El Salvador, 2017) and *Letters from a Barefoot Woman* (Ediciones El Drago, Madrid, 2023).
- **Conducted interviews and developed institutional books and corporate annual reports**, including writing, editing, and narrative structuring.