

Destiny Rodriguez

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Summary:

Over eight years of experience in the nonprofit sector, administrative and office functions, management, large and small event planning, outreach campaigns, lobbying, canvassing, public relations, media relations, relationship building, community outreach, and communications. Proficient in Microsoft Word, Publisher, PowerPoint, GroupWise, Mambo, Outlook, Excel and Access programs. A proactive, capable, creative, and dependable worker. Very proficient in building and managing social media sites (i.e. Facebook, Twitter, LinkedIn, YouTube, Tumblr, Instagram, Blogs, etc.) and utilizing sites for membership, events, and outreach.

Professional Experience:

Director of Communications and Outreach, Central California Asthma Collaborative, Fresno, Ca **08/13 - present**

- Responsible for designing and implementing strategic communications and outreach for CCAC's projects. **07/2011 - 08/2012**
- Responsible for regional staff in South Valley and North Valley for Healthy Air Living Schools (HALS) program, weekly check-ins, team building, and assignments.
- Administering Healthy Air Living Schools Programs grant aimed at providing educational resources regarding air quality to valley schools.
- Working closely with school districts and asthma coalitions in all eight counties to integrate the HALS Program throughout the San Joaquin Valley.
- Provides assistance as needed to asthma coalition members across the valley.
- Conducts outreach to schools to participate in the HALS Program as well as educate them on the Air District's tools.
- Disperses educational materials on the Anti-Idling Campaign, Real-Time Air Advisory Network (RAAN), and Clean Air Champions.
- Provides air quality-related educational presentations to school and district staff.
- Develops, implements, and evaluates communication strategies and outreach efforts to increase awareness of organizational programs and activities.
- Implements innovative communication and outreach, the use of social media, and related new media technologies.
- Developing relationships with community leaders and serve as the organization's liaison within various stakeholder groups.
- Coordinates initiatives designed to promote the organization and its services to the community.
- Responsible for finding outreach opportunities, website content, newsletter, and social media for organization.

**Operations Coordinator, Monterey Peninsula Wisdom Adult Day Health Care Center,
Salinas Ca**

- Responsible for Payroll, invoices, checks, accounts payable, and billing. Responsible for keeping staff files updated, employee packets, new employee orientation.
- Communication Liaison for Nurses, MAs, RNAs, and CNAs. Facilitated meetings, assisted with conflict resolution, communication with patients' families and kept employees updated on happenings with company.
- Daily operations of the business, front desk, multi-line phone system, transportation scheduling, hiring staff, dealing with problematic employees and finding resolutions.
- Daily administrative tasks, answering phones, filing, data entry, organizing files, and other office tasks as needed.
- Coordinated special events and community entertainment for patients.

Coordinator Consultant, Central Valley Air Quality Coalition, Fresno, Ca

08 - 06/10 &

10/10 - 06/11

- Coordinating three local public workshops concerning SB 375, AB 32, and the California Renewable Portfolio Standard legislation from 08/09-03/10.
- Coordinating and planning six CVAQ Clean Air Leadership Institute sessions through April aimed at educating several chosen key community activists in organization of a campaign plan.
- Responsible for participants, venue, food, speakers, translator/equipment, printing materials, and travel arrangements for all Clean Air Leadership Institute sessions.
- Responsible for recruiting speakers, venues, food, childcare, translators, media, press releases, outreach, etc. for the three workshops. Responsible for monitoring survey responses for vetting /updating membership lists. Analyzing and providing statistics for Member Assessment from 03/10-06/10.

Planning Consultant, Coalition for Clean Air, Fresno, Ca

12/10 - 01/12 &

07/10 - 08/10

- Coordinating, and planning of the California Clean Air Roundtable held at the Sacramento Convention Center. Responsible for speakers, venue, food, RSVPs, survey monkey responses, travel arrangements, printing and creating materials, and other duties necessary for the successful completion of the event.
- Coordinating, assisting in planning the Environmental Health Legislative Working Group (EHLWG) two day-event in Sacramento. Contacting speakers, food, site request, sending letter meeting requests to all Legislators, scheduling Legislative meetings, travel arrangements, media, outreach, and other duties necessary for the successful completion of EHLWG.

Program Coordinator, National Parks Conservation Association, Fresno, Ca

12/07 - 04/09

- Daily administrative tasks, office manager when manager was away.

- Managed interns, volunteers, and sub-committees for events. Responsible for office interns and intern recruitment.
- Large event coordination and annual events (National Parks Family Day 2006-08, Annual Field Office Reception, Regional Advisory Council events, etc.)
- NPCA representative at meetings, chambers, events, etc.
- Presentations regarding NPCA's key issues, park education, and overview of projects.
- Cultivating and building relationships with business chambers, and community organizations.
- Outreach and advocacy efforts to local communities (specifically the Hispanic Community) to increase and diversify park visitor attendance (Yosemite, Sequoia/Kings, etc). Coordinated outreach at local events. (Earth Day, Farm Day, etc.)
- Contacting media, stakeholders, and congressional leaders.
- Scheduling meetings, keeping electronic calendar up to date.
- Responsible for monthly corporate and personal expense reports.
- Grant Reports: summaries of monthly activities dealing with congressional leaders, asset building, park planning, and outreach within the Office. Assisting in grant writing, and editing.
- Implemented and coordinated 2 youth education outreach programs geared to underserved communities reaching over 1,200 -3,000 students in the Greater Fresno Area.
- Collaborated in commercial advertising, public relations, outreach campaigns, letters to the editors, opinion editorials and manufactured promotional materials.
- Created "Clean Air and Climate Change Activity Booklet" for outreach, available for download on NPCA website.
- Lobbied in Sacramento with congressional staff for California clean air bills. Lobbied in Washington D.C. for National Park's Centennial Initiative.

LinkedIn: <https://www.linkedin.com/in/destiny-rodriquez-4376bb7>

Education:

BA, Mass Communications and Journalism and Chicano Latin American Studies, **2003 - 2008**
California State University of Fresno, Fresno, Ca

Awards: Dean's List 2003-2004 Department of Mathematics and Sciences

AS, Life Sciences, Fresno City College, Fresno, Ca **2000 - 2003**

Awards: Dean's List 2001-2002, Recipient of the Hispanic Scholarship Fund 2001 and 2002, Publication in the National Dean's List of Honor Students 2001-2002, nomination for the Dean's Medallion at Fresno City College 2003, maintaining a 3.5 GPA and above all semesters attended, and High Honors graduate.

Community Memberships/Volunteer:

Leadership Committee Member, School Environmental Health and Asthma Collaborative	2013 - 2016
Member of the Central Valley Air Quality Coalition	
Committee Member, Central Valley Chronic Disease Partnership	2008 - 2016
Committee Member, Kings County Partnership for Prevention	2013 - 2016
Committee Member, San Joaquin County Asthma & COPD Coalition	2013 - 2016
Committee Member, Kern County Asthma Coalition	2013 - 2016
Committee Member, Stanislaus County Asthma Coalition	2013 - 2016
Volunteer for Caminos Del Artes nonprofit for youth	2011 - 2012
Volunteer for Monterey Peninsula Wisdom Adult Health Care Center	2011