

HEIDI LEPE

She/Her/Ella

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EDUCATION

Vanguard University of Southern California
Dual B.A. Psychology | Sociology
GPA: 3.7

KEY SKILLS

Digital Communications Management
Communications Strategy
Collaboration & Team Building
Project Management Skills
Copywriting and Proofreading
Leadership

ACCOMPLISHMENTS

Non-Fiction Writer Fellow,
*Roots. Wounds. Words. 2024 Autumn
Writers' Retreat for Storytellers of
Color, 2024*

Microaggressions Workshop
Facilitator, *Vanguard University, 2022*

Racial Justice Grant Recipient,
Tearfund USA, 2022

Latinas in Leadership Panelist,
AETH, 2022

PROFESSIONAL SUMMARY

I hold seven years of experience providing communications, marketing, and project management services. I have worked in leading capacities within national non-profit organizations, higher education, and as an independent contractor collaborating with local, faith-based, and advocacy organizations to meet their digital communications and marketing goals.

PROFESSIONAL EXPERIENCE

June 2024—Present

Communications Consultant • collective. • Remote

- Collaborates in developing communications strategies for clients committed to early childhood education and policy, immigration, LGBTQIA+, and economic justice work at the state level
- Manages media relations and assists in press release drafting, outreach, and distribution to media outlets
- Drafts emails, copywriting assignments, and messaging material for clients
- Provides copyediting and proofreading services for digital and print material
- Hosts and facilitates online zoom events, trainings and webinars
- Maintains partnerships with clients through consistent communication and diligent project management
- Completes digital reports and tracks digital marketing performance
- Provides digital communications management over websites and social media accounts for each client

July 2023—July 2024

Digital Community Manager • Sojourners • Washington D.C.

- Represented a national progressive faith-based organization as the “voice” of their mobilizing team in coalition building efforts while establishing and maintaining partnerships
- Co-developed, strategized and executed digital campaigns for faith-rooted advocates with organizers, mobilizing directors, and marketing team
- Drafted messaging of campaigns and calls to action in email communications inviting 50,000 - 120,000 email subscribers to take action on issues ranging from democracy, civic engagement, immigration, racial justice, peace and non-violence, and early child development
- Tracked and measured progress of social media, email, and website digital performance
- Oversaw email communications, social media channels, and website administration of mobilizing team

Jan 2023—May 2023

Paralegal • Aviation Capital Group • Orange County, CA

- Collaborated with insurance and legal team to complete compliance, audit peer review, and due diligence checks of assets
- Proofread lease agreements, chain of title, side letters and amendments, security agreements, and additional loan documents
- Account administrator for loans and tracked loan terminations

Jan 2019—December 2022

Founder/Consultant • Brown Beloved Collective • Remote

- Founder of online collective where I shared programming to educate and serve Latinx and BIPOC youth exploring the intersection of social justice and spirituality
- Developed marketing strategies for cultural heritage month celebrations, book clubs, and Instagram live series on themes of mental health, children of immigrants, Latine/x Heritage Month, spiritual care, and more
- Established and maintained partnerships and faith based coalition building to facilitate discussion forums at the intersection of race, identity, gender, theology, and US/Latin American history with Latine/x students
- Editor of communal blog highlighting and featuring Black, Indigenous, and People of Color as guest writers
- Consulted in DEI strategy and work to improve residential life experience for BIPOC college students at Vanguard University of Southern California. Provided a DEI toolkit, heritage month marketing strategy for residential halls, and microaggressions training for residential student leaders

September 2017—September 2018

Enrollment Manager • LABI College • La Puente, CA

- Established and maintained partnerships with local faith-based organizations and church denominations throughout the national “western” region such as California, Arizona, Washington, Oregon, and Hawaii
- Edited online, print marketing communications, and social media content for recruitment and enrollment office
- Collaborated with marketing, financial aid, and academic office to promote programs and financial aid award packages to prospective students
- Tracked and reported weekly and monthly enrollment reports
- Oversaw department budget

WRITING EXPERIENCE

June 2024-Present

Contributor & Proofreader, 2024 La Raiz Magazine Issue

- La Raiz Magazine is a Chicana led multilingual literary journal and features my poem, “Chicana Central Americana” in its 2024 issue
- I collaborate with the editorial team to provide proofreading and editorial support for their chapbooks and poetry

April 2023-Present

Contributor, HipLatina & FIERCE by Mitu

- I pitch and write articles, op-eds, and essays for HipLatina and FIERCE by Mitu, Latina led news and media pages amplifying stories that empower the Latinx/e community
- I write in the areas of culture, news, wellness and beauty

September 2024

Non-fiction Writer Fellow, Roots. Wounds. Words. 2024 Autumn Writers’ Retreat for Storytellers of Color

- The Roots. Wounds. Words. (RWW) Autumn Writers’ Retreat for Storytellers of Color is a space where BIPOC stories are celebrated, and BIPOC storytellers immerse in liberation. As a Writers’ Retreat fellow, I receive literary arts instruction offered by award-winning BIPOC writers in the genres of nonfiction, fiction, poetry, speculative fiction, and young adult fiction