

ARELY NAVARRETE VELZQUEZ

MEDIA DIRECTOR | PROGRAM MANAGEMENT | STEWARDSHIP

CHCI-AA NATIONAL VP, COMMUNICATIONS & DIGITAL MEDIA

Communications & Digital Media Professional with seven years of experience, specializing in project management, strategic communications, and storytelling. As a former CHCI Senate Legislative Intern, I have strong ties to the CHCI mission and a proven commitment to advancing its goals. At the Kansas Hispanic & Latino American Affairs Commission, I successfully led communications for key events such as the Kansas Latin Summit, engaging diverse stakeholders and fostering meaningful community dialogue. I've managed cross-platform social media strategies to elevate organizational missions and drive engagement.

Currently serving as the Media Director for Alce su Voz at Wichita State University, I lead efforts to make language accessible for Spanish and Indigenous speakers across Kansas. My experience spans government, public, and higher education sectors, equipping me to effectively represent CHCI-AA at the national level, collaborate with stakeholders, and promote alumni engagement through innovative digital campaigns. I am eager to develop social media strategies, create compelling content, and drive initiatives that support the CHCI AA mission of leadership development and civic engagement.

RELEVANT EXPERIENCE

KANSAS HISPANIC & LATINO AMERICAN AFFAIRS COMMISSION - KS Apr. 2021 - Present Technical Advisor / Commissioner
Job Type: Government Appointment

Technical Advisor, October 2022– Present
Commissioner, April 2021 – October 2022

- **Led Planning and Execution of Key Community Events:** Organized the 2023 Kansas Latin Summit, attracting diverse stakeholders from across the Kansas Hispanic and Latino community to foster dialogue on critical issues. Currently involved in planning the 2024 Kansas Latin Summit.
- **Coordinated COVID-19 Vaccine Distribution:** Managed a vaccine distribution campaign, collaborating with ten organizations to reach underserved areas using census data and providing translation services to improve healthcare access for Spanish speaking individuals.
- **Advocated for Empowerment and Collaboration:** Contributed to the planning of the Latina Summit, creating a platform for Latina leaders to engage in advocacy, collaboration, and community-building efforts.

ALCE SU VOZ – Wichita, KS Aug. 2024 – Present Media Director **Job Type:** Communications/Management

- **Led Strategic Communication Initiatives:** Managed communication strategies to amplify the voices of Spanish-speaking and Indigenous communities, ensuring their stories are heard and health equity issues are highlighted across Kansas. • **Highlight Equitable Healthcare Practices:** Collaborated with healthcare providers, community leaders, and interpreters to improve institutional policies, promote the use of interpreting services, and enhance the dissemination of critical health information to Latinx communities.
- **Contributed to Strategic Planning:** Played a key role in shaping long-term strategies to expand the organization's impact, focusing on improving healthcare communication practices for underserved populations.

KOCH INDUSTRIES– Wichita, KS Oct. 2022 – May 2024 Program Coordinator **Job Type:** Technology/Management

- **Contributed to Strategic Budget Planning:** Played a key role in the strategic planning of the 2022–2024 annual budgets, successfully forecasting costs and aligning financial resources with organizational priorities.
- **Led Implementation of Data Visualization Dashboards:** Spearheaded the development of dashboards to visualize forecasted

and actual expenses, facilitating monthly variance analysis and ensuring accuracy and timely reporting. • **Oversaw Project Planning and Execution:** Managed multiple initiatives by developing project timelines, conducting daily stand-up meetings, and delivering progress reports to ensure projects stayed aligned with strategic goals and on schedule.

WICHITA STATE UNIVERSITY FOUNDATION – Wichita, KS Dec. 2021 – Oct. 2022 Stewardship Director Job Type:
Communication/Management

- **Led Comprehensive Donor Engagement Initiatives:** Effectively communicated the impact of contributions, fostering a deeper connection and loyalty among donors by providing clear and transparent information.
- **Maintained Financial Transparency and Accuracy:** Ensured accurate financial records and upheld the highest standards of accountability, strengthening trust and credibility in the Foundation's stewardship of donor contributions.
- **Collaborated Cross-Campus to Establish Financial Controls:** Worked closely with finance and operations departments to implement robust financial controls and ethical practices, aligning financial processes with organizational goals and industry standards to ensure donor fund integrity.

NATIONAL MIGRANT & SEASONAL HEAD START ASSOCIATION – Washington, DC Nov. 2018 – Apr. 2019 Contractor Job Type:
Administrative

- **Executed Annual NMSHA Conference:** Collaborated with the Associate Director to plan and successfully execute the Annual Conference, ensuring smooth operations and stakeholder engagement.
- **Secured Outstanding Invoices:** Collected outstanding membership invoices, improving the organization's financial standing.

HISPANIC ASSOCIATION OF COLLEGE & UNIVERSITIES – Washington, DC Jan. 2017 – Dec. 2018 Program Coordinator Job Type: Management

- **Planned and Executed Annual Recruitment Trips:** Attended university career fairs, hosted presentations, and conducted info sessions while managing the application process for over 8,500 student applications annually.
- **Coordinated Travel, Housing, and Logistics for Interns:** Arranged travel and housing for interns working outside Virginia, Maryland, and Washington, DC, including orientation logistics and return travel, while negotiating housing services and lease agreements to ensure cost-effective solutions.
- **Collaborated on Career Development Initiatives:** Partnered with the Event Coordinator to host workshops on resumes, networking, federal jobs, and other professional development topics.

ADDITIONAL TITLES HELD 2017 - PRESENT

Legislative Intern | United States House of Representatives (Internship)

Legislative Intern | CHCI United States Senate (Internship)

Development Intern | Voto Latino (Internship)

Kappa Delta Chi Adviser | Wichita State University

EDUCATION

Master of Business Administration | Dec. 2025

Wichita State University

Bachelor of Arts in Political Science | May 2017

Wichita State University

Bachelor of Spanish | May 2017

Wichita State University