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| Christina Fernández-Morrow | | | |
| 1106 School Street, Des Moines, IA 50309 | | | |
| 515.991.2983 | | | |
| Cfernandez.morrow@gmail.com | | | |
| BILINGUAL MULTICULTURAL MARKETING PROFESSIONAL | | | |
| Profile | I am a multicultural marketing professional with 10+ years of experience creating and implementing strategic campaigns combining traditional media, Facebook, Twitter, YouTube, Foursquare, LinkedIn, blogging and mobile advertising to reach Latino markets in the US and Caribbean.  Outside the office I put this experience into practice as the volunteer publicity and promotions chair for Iowa's Latino Heritage Festival. From inception to becoming the largest cultural event in the state, I've been involved in increasing attendance, volunteers, event features, and ultimately revenues. How it all started:  In 2000 a group of Latinos living in Des Moines wanted to educate and celebrate their contributions to Iowa. Using personal networks, persuasion and a brazen belief that success was inevitable, this motley crew of professionals, service providers, and enthusiastic youth organized the first Latino Heritage Festival in May, 2002. Surpassing expectation, the first festival drew 15,000 people to central Des Moines. To date, the festival has grown to a two-day event that draws over 30,000 people to central Iowa every year. It attracts performers, vendors, exhibitors and participants from across the Midwest. Over the years the festival has created a revenue stream that rolls into its own non-profit that functions as the only Latino-focused community foundation in Iowa, providing funds for literacy programs, local art and culture events, and scholarships.  Specialties: I am fluent in English and Spanish and conversational in French. | | |
| Honors and Recognition | * http://www.latina.com/nextgenerationsalute * http://www.desmoinesregister.com/article/20121229/NEWS/312290025/13-People-Watch-2013-Christina-Fernandez-Morrow | | |
| Employment | Latina Leadership Initiative of Greater Des Moines, Des Moines, IA | 2013 - Present | |
| Executive Director  * Recruit Latinas ages 20-30 who are willing to commit to an 8 month leadership training program. * Book presenters, speakers and corresponding facilities for all training sessions. * Identify and write grants and grant reports to secure funding. * Represent the program to the public and potential sponsors. * Promote the program via traditional media in English and Spanish, as well as social media and mobile technologies. * Lead portions of training classes for up to fifteen participants. * Create and manage program budget and monitor expenses. | |  |
|  | Iowa KidsNet, Des Moines, IA | | 2009 - 2012 |
|  | Multicultural Recruitment and Retention Director   * Created integrated communications programs to recruit qualified candidates to foster parent hard-to-place youth such as ethnic children and those with special needs within a non-profit environment of limited resources. * Decreased the disproportionality of available homes and multicultural children referred to foster care within an 18 month period. * Increased the number of minority families completing the licensure process to become Resource Families for the state of Iowa.   H&R Block World Headquarters, Kansas City, MO  Multicultural Marketing Manager   * Developed a comprehensive marketing strategy to grow H&R Block tax school student-base with an emphasis on the Youth, Gen-y and Multicultural segments using target audience identification, insights and prioritization, positioning, key messaging and brand identity development, communications approach leveraging traditional and electronic channels. * Managed partner integration value-add programs with companies such as Sprint. * Served as lead brand ambassador in all marketing efforts in the multicultural community and within the tax preparation industry in all fifty states and Puerto Rico. * Cultivated and managed partnerships on behalf of H&R Block with key constituents like Univision, celebrity spokespersons, and professional soccer and baseball leagues to develop and grow the Youth, Gen-y and Multicultural customer base. * Created short and long-term marketing plans to grow H&R Block's customer and tax preparer student base in identified growth segment areas across the US and Puerto Rico. * Provided and presented marketing and growth reports to senior management, and stock holders, including metrics of success and key learnings. * Oversaw all growth segment advertising creative and trans-creation of general market creative, working with brand marketing. | | 2001-2009 |
| Education | Vermont College of Fine Arts, Montpelier, VA | | 2012-Present |
|  | Master’s Degree: Writing for Children and Young Adults *Anticipated graduation date: July 2014*  ***Iowa State University,*** *Ames, IA*  **BS: Marketing** | | 1997-2001 |
| References: Alba Perez, ‎Executive Officer for Latino Affairs at Iowa Department of Human Rights  515.314.6995, [alba.perez@iowa.gov](mailto:alba.perez@iowa.gov)  Tolandra Coleman, Media and Marketing Consultant  402.850.5250, [tolandrascoleman@yahoo.com](mailto:tolandrascoleman@yahoo.com)  Amy Juhnke, Iowa KidsNet  515.817.0943, [amy.juhnke@lsiowa.org](mailto:amy.juhnke@lsiowa.org)  **More references can be furnished upon request.** | | | |
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