

Patricia Moran

MARKETING COMMUNICATIONS MANAGER

INTEGRATED MARKETING & COMMUNICATIONS | SPANISH & ENGLISH



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Dallas, Texas



LinkedIn



Portfolio

SUMMARY

Marketing communications manager with 8+ years of experience leading integrated communications across research, healthcare, nonprofit, and government environments. Lead strategy and execution across campaigns, content, social media, internal and external communications, brand management, digital accessibility, multimedia, events, and stakeholder engagement. Experienced in cross-functional leadership, process improvement, data-driven communications, vendor management, and bilingual audience engagement. Bilingual in Spanish and English, with a Master's in Visual Communications and a Spanish/English Translation Certificate.

PROFESSIONAL EXPERIENCE

CENTER FOR VITAL LONGEVITY — UT DALLAS

December 2024 - Present

Marketing Communications Manager

- Lead integrated marketing communications for a research center, overseeing social media, email, web, print, video, events, campaigns, and external communications.
- Develop and execute social media strategy across 10 accounts, creating content several times per week for the Center and podcast while supporting communications for 11 faculty researchers, their labs, and staff.
- Plan and execute 3–5 campaigns annually, translating research and organizational priorities into engaging content for scientific, community, donor, and broader DFW audiences.
- Lead communications for major and recurring events, including a biannual conference, biannual symposium, annual lectures, weekly programming, and special events.
- Lead digital accessibility efforts across the Center, conducting accessibility reviews and advising research labs, podcast teams, and content owners on accessible websites, social media, and multimedia.
- Created the Center's podcast branding and helped transition the program from audio to video, developing the visual identity, content assets, and promotional strategy; video content has reached 1,600+ views.
- Manage 4–5 communications vendors supporting photography, video, promotional products, printing, and related initiatives.
- Supervise a Marketing & Social Media Student Assistant, providing direction, delegation, feedback, and project support.

SOUTHWEST TRANSPLANT ALLIANCE

July 2023 - December 2024

Marketing Communications Associate

- Managed internal and external communications across digital, print, web, social media, email, events, and organizational initiatives for a 200–500-person organization.
- Established branding and styling guidelines, strengthening consistency across internal communications, external-facing materials, and events.
- Led communications for an organization-wide intranet initiative, contributing to platform selection, content strategy, structure, branding, and implementation while serving as the primary communications point of contact.
- Led a cross-functional initiative to improve communications workflow, partnering with Organizational Transformation & Project Management to develop a structured approach to managing communications projects and priorities and implementing Monday.com.
- Used communications performance data to improve the STA News employee newsletter, increasing click rates from approximately 27% to 40–60% through changes to content, prioritization, subject lines, timing, and multimedia.

- Created the Latino Resource Workgroup to broaden organizational input on culturally responsive outreach, helping establish a model that expanded to additional multicultural resource workgroups.
- Supported the Hope Starts Here 5K through an integrated English/Spanish campaign across social media, email, direct mail, word-of-mouth, and cross-promotion; participation exceeded 800 in-person and virtual attendees and raised approximately \$20,000.
- Managed the organization's branded swag program, including product design, ordering, employee support, inventory processes, and vendor communications across at least five vendors.
- Developed Spanish-language communications and contributed to Hispanic outreach and Spanish-speaking audience strategy.

CITY OF GARLAND

Streets Communications Specialist

January 2021 - July 2023

- Managed communications for the Streets Department, overseeing social media, photography, video, newsletters, email, design, public information, campaigns, events, and external communications.
- Served as a communications, social media, and design resource for the broader City of Garland, collaborating across departments and contributing to citywide communications initiatives.
- Led a social media and digital marketing campaign promoting park improvements funded through the City's 2019 Bond Program, developing strategy, messaging, photography, video, content, scheduling, and performance measurement.
- Produced dozens of campaign posts, including Reels and photography; a top-performing post generated 4,845 plays, 296 likes, and 11 comments, while the Parks Department reported increased interaction and use of renovated parks.
- Developed and executed 5–10 campaigns annually, including citywide social media and informational campaigns for the Streets Department.
- Advanced digital accessibility practices across public-facing communications by creating guidelines and checklists, reviewing materials, and advising colleagues on accessible digital communication.
- Provided Spanish-language communications, translation, and public relations support for city communications and community outreach.

TEXAS A&M AGRILIFE

Graphic Designer II

Feb 2019 - November 2020

- Created visual and digital communications for researchers and their teams across social media, web, print, email, photography, video, and multimedia channels.
- Led design projects and an ongoing video series, producing at least 10 videos to communicate research and technical information through engaging visual content.
- Provided visual and digital communications support for at least five research teams, collaborating with researchers, communications leadership, vendors, and contractors.
- Created visual identities, digital graphics, photography, video, website content, social media assets, and multimedia communications for research initiatives.

EDUCATION & PROFESSIONAL DEVELOPMENT

EAST TEXAS A&M UNIVERSITY

Master of Arts, Visual Communications | 2018–2020

UNIVERSITY OF ARIZONA

Spanish/English Translation Certificate | 2023–2024

DIGITAL MARKETING INSTITUTE

Professional Digital Marketing Course + PCM from American Marketing Association | In Progress

TEXAS A&M UNIVERSITY

Bachelor of Science, Biomedical Sciences | Minor: English | 2012–2016

TECHNOLOGY

ADOBE CREATIVE CLOUD:

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom

MARKETING & SOCIAL:

Sprout Social, Buffer, Hootsuite, Mailchimp, Constant Contact, Canva

WEB & PROJECT MANAGEMENT:

WordPress, Wix, CampusPress, CivicPlus, Haiilo, Monday.com, Asana, Trello

MULTIMEDIA:

OBS Studio, GarageBand

LANGUAGES:

Spanish & English — Native/Bilingual

