





# KAYLA E. L. YBARRA

PROGRAM COORDINATOR | COMMUNITY ORGANIZER

## CONTACT

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-  Los Angeles Metropolitan Area

## SKILLS

- Graphic Design & Social Media
- Budget/Database Management
- Marketing and Presentations
- Wellness Program and Board of Directors Coordination
- Event Planning and Execution
- Grassroots and Nonprofit Organizations
- Academic Advising and Tutoring
- Recruitment, Retention, and Advocacy

## EDUCATION

### Bachelor of Arts | Feminist Studies University of California, Santa Cruz

2018-2023

Feminist Studies Major with an emphasis on Cultural Arts and Carceral Studies.

## LEADERSHIP

**2023** - Radical Research Symposium  
Presenter, Feminist Studies, UCSC

**2023** - Islamic Sacred Activism Cohort,  
MSA West, Muslim Mental Health Initiative

**2023** - UCSC Representative for Students  
of Color Conference, UC Davis

**2021** - Student Organization Leadership  
Council Representative

**2020-21** - Vice Chair, Liaison, Historian;  
Cultural Arts & Diversity Board of Directors

**2020** - Political Action Committee Co-chair  
for NAACP, UCSC Chapter

## SUMMARY

Dedicated program coordinator and community organizer who excels in developing impactful initiatives, advocating for underrepresented student populations, and providing comprehensive and holistic support through her expertise in academic advising and nonprofits. Specialized in program development, advocating for diverse populations, and remote programming. Expertise in administrative support, staff management, budget tracking and management, department representation, and social media marketing and outreach.

## WORK EXPERIENCE

### Wellness Coordinator

*Underground Scholars Program, University of California, Santa Cruz* 2021-2023

- Developed "Wellness Pillar" for UCSC Underground Scholars, serving approximately 200 students.
- Implemented new strategies to enhance academic and social well-being with a \$345k program budget.
- Planned and executed events, workshops, and created promotional materials to improve retention.
- Secured funding for wellness projects and established holistic support frameworks for peer-advising.
- Advised and reported on pillars of Recruitment, Retention, and Advocacy.

### Curriculum Specialist and Graphic Designer

*Power California Civic & Social Organization Internship* Summer 2021

- Developed and presented curriculum for the "99Rootz" coalition's "Redistricting Workshop in California's Central Valley," educating 30 youth activists.
- Remotely coordinated logistics and collaborated with team members and Associate Director.
- Designed graphics and marketing materials for "Seeds of Resistance" Community Canvassing Campaign.
- Facilitated Zoom discussions with Central Valley students.

### Director of Marketing

*Cultural Arts & Diversity, University of California, Santa Cruz* 2019-2021

- Managed hiring and training processes for office staff and Board of Directors applicants.
- Developed and implemented a comprehensive program manual outlining bylaws, resources, and best practices.
- Oversaw CADrc's \$200k "Measure 49" student resource budget. Developed and implemented social media strategy, reaching diverse audiences for the remote celebration, "AATAT 30 Year Anniversary."
- Orchestrated digital marketing efforts for 3 guest performances and 2 major student productions.
- Coordinated press tasks, including content creation, interviews, social media management, and website updates.
- Led marketing assistant team, managed calendar, organized meetings and executed successful campaigns.