

# Quindrea Yazzie

COMMUNICATIONS, MASS MEDIA & MARKETING

## PROFILE

A communications, mass media, and marketing professional with experience in both business and nonprofit sectors. I am recognized for my ability to learn and adapt quickly, thriving under tight deadlines with great attention to detail. My diverse background includes 8+ years in journalism, video production editing, and digital marketing. I am a collaborative, process-oriented individual driven to embrace challenges and leverage my skills to help teams and organizations achieve their goals. My Native American heritage underscores my commitment to promoting sustainability, self-reliance, strong relationships, kindness, cultural diversity and inclusivity, all of which contribute to creating better products and stronger teams.

## EMPLOYMENT HISTORY

### Indian Country Today / IndiJ Public Media | Phoenix, AZ

#### *Social Media Manager & Visual Producer*

JANUARY 2024 — PRESENT

- Designed and executed social media strategy for Facebook, Instagram, and YouTube, achieving a 126% increase in YouTube views and a 74% growth in subscribers. Boosted Facebook organic reach by 63% and expanded Instagram reach by 240%, with content interactions doubling YOY.
- Produced and curated content with internal and external collaborators.
- Streamlined reporting of social media KPIs for each channel.

#### *Visual Editor & Producer*

MARCH 2021 — JANUARY 2024

- Produced and edited the ICT live-to-tape production, with daily turnaround to global partners with 200M+ household reach. In partnership with ASU & PBS.
- Coordinated with a multidisciplinary team to ensure daily compliance with grant contract requirements, maintaining multimillion-dollar funding for CPB, NSF and other grant sources for the nonprofit.
- Assisted syndication management, B2B customer relations domestic and international. Daily deliverables to 40+ news and radio stations, including PBS stations nationwide, PBS World, SBS Australia/NITV, Comcast, FNX, Free Speech TV, and TBS.
- Created social media content for 500k+ audience.

#### *Reporter & Producer*

JANUARY 2020 — MARCH 2021

- Integral part of the team responsible for launching the broadcast division.
- Researched, reported and wrote meaningful stories with an Indigenous focus.
- Assisted syndication efforts to expand content distribution to new stations.

### Slide-Lok Garage Interiors / Mirabel Coatings | Phoenix, AZ

#### *Digital Marketing Manager*

JANUARY 2020 — NOVEMBER 2022

- Designed and implemented website content strategy, focused on articles and blog posts, resulting in 97% YOY organic traffic growth.
- Managed advertising campaigns in Facebook Ads Manager, boosting social media engagement and click-through rates, which led to a 14% increase in the customer base and more than 25% YOY revenue growth.

## CONTACT

Phoenix, AZ

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## PORTFOLIO

Quindrea.com

## SKILLS

- Customer relations
- Detail oriented
- Process driven
- Tech savvy
- Reporting, SEO, AP Style
- Business storytelling
- Newsletters
- Social media marketing

## TECHNICAL SKILLS

- IBM Aspera on Cloud
- Abekas Mira
- Adobe Premiere Pro
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Media Encoder
- DSLR photography
- WordPress

## HONORS & AWARDS

- 2023 National Native Media Award Winner (NAJA/IJA)
- Chief Manuelito Scholar
- Native Skills / Skills USA member, participant winner

## **Navajo Nation Gaming Enterprise | Flagstaff, AZ**

*Media & Communications Intern - Let's Build A Business*

AUGUST 2018 — DECEMBER 2019

- Partnered with a team of 20+ in building a new business unit for NNGE from the ground up with a \$10M budget. Marketing team managed a \$435K budget.
- Contributed to sourcing and purchasing decisions with a focus on Navajo tradition, culture, sustainability and innovation within a \$47k budget.
- Assisted the marketing team with player promotions and giveaways.
- Authored articles and press releases to promote events and milestones.
- Coordinated with the Board of Directors, Navajo Nation President, Vice President, local politicians and celebrities for events.
- Managed video production and editing to document the Travel Plaza's groundbreaking and construction progress.

## **Slide-Lok Garage Interiors / Mirabel Coatings | Phoenix, AZ**

*Digital Marketing Specialist*

AUGUST 2017 — JULY 2018

- Developed and managed email marketing campaigns, achieving a 14% higher open rate and a 46% higher click-through rate compared to industry peers.
- Utilized Google Analytics, Search Console, and Keyword Planner to improve website SEO. Long tail keyword search traffic growth of 38% in 12 months.

*Digital Marketing Associate*

JANUARY 2016 — MAY 2017

- Optimized content across a network of 1500+ websites, improving SEO and brand alignment in individualized markets.
- Edited and updated webpages using Adobe Dreamweaver and HTML, improving user experience and site performance.
- Created four new brochures in Adobe InDesign for digital and print formats.
- Identified and secured a new printing supplier, achieving an 18% cost savings compared to a local vendor.

## **Freelance Reporting**

Digital Producer & Reporter - Cronkite News - AZ PBS | Phoenix, AZ

Arts & Culture Reporter - The State Press | Phoenix, AZ

Digital Reporter - ASU Turning Points Magazine | Tempe, AZ

## **Education**

### **Bachelor of Arts in Journalism & Mass Communication**

Arizona State University, Phoenix, AZ

### **Study Abroad, French Language & Culture**

Lumière University, Lyon, France

## **Community Service / Volunteering**

Little Sisters of the Poor, Gallup, NM

Ganado Campus Restoration, Ganado, AZ

St. Michaels, Window Rock, AZ

Boy Scouts, Navajo Nation, AZ

LDS Emergency Program, Steamboat, AZ

St. Mary's Food Bank, Phoenix, AZ

## **FUN FACTS**

- France study abroad
- One of less than 0.5% of Natives in news
- Hot Chocolate 5K Run
- Pat's Run
- Goldendoodle parent
- Homecoming Queen