



Yesenia Reinoso is an award-winning fourteen-year transformative bilingual storyteller, content creator, public relations practitioner, and entrepreneur. In June 2021, she founded Y Communicate and currently serves as Founder and Principal Owner.

In November 2007, she began her career as a communications team member at the Times Square Alliance. Later she worked at the Social Services of Hip Hop and National CineMedia (NCM), where she was instrumental in brainstorming and executing various public relations initiatives. In August 2018 and later 2022, she became the Communications Manager of Global Kids and Nonprofit New York, respectively, where she played a critical role in the internal and external media rollout of the company brand and programs. Recently, Yesenia resumed her independent consulting career offering expertise to nonprofit organizations such as Argo Vibes, United Way of New York City, Prolific PR, Girl Scouts of USA, I Challenge Myself (ICM), The City Tutors, Project Petals, and Holistic Inclusion Consulting to further promote their missions and objectives.

A Pace University graduate in 2010 with a BA in Communications. Yesenia is a Public Relations Society of America (PRSA) and New York Women in Communications (WICI) member. As of January 2021, Yesenia serves the PRSA-NY's Board of Directors as the Associate Director of Marketing and PRSA National's Public Affairs and Government section as the Social Media Chair. Yesenia is also the co-host of the marketing and PR podcast "*Market or Pitch*," which launched in October 2020 and the primary host of the audio series "*The Communicator*."

In September 2020, Yesenia won the PRSA-NY's prestigious 15 Under 35 award, honoring 15 rising PR stars' outstanding efforts, leadership, and influence in the media industry. In January 2022, Yesenia won Daily Ad Brief's Marketing Champion Excellence Award for her ongoing efforts in the advertising industry.