



**#LETSTELLYOURSTORY**



**Yesenia Reinoso**



**Y Communicate**



**@y\_communicate**



**@y.communicate**

**MEDIA KIT**

[HTTPS://YCOMMUNICATE.CARRD.CO/](https://ycommunicate.carrd.co/)



## YESENIA REINOSO FOUNDER & PRINCIPAL

Yesenia Reinoso is an award-winning thirteen-year transformative bilingual storyteller and content creator. Yesenia's journey transcends for-profit and nonprofit sectors gaining expertise in internal, external, corporate, strategic, and crisis communications, social media, digital marketing, events, and business development.

Her previous employers include National CineMedia (NCM), Times Square Alliance, Global Kids, Nonprofit New York, and Social Services of Hip Hop.

Yesenia is a Pace University 2010 graduate, a PRSA and NY WICI member.

In September 2020, Yesenia won the PRSA-NY's prestigious 15 Under 35 award honoring 15 rising PR stars for their outstanding efforts, leadership, and influence in the media industry.

## ABOUT Y COMMUNICATE

Y Communicate is a communications firm that assists clients in establishing and maximizing their brand presence and voice through in-house corporate communications.

## MISSION

Y Communicate is YOUR disruptive in-house department.

We are dedicated to transforming your brand into an influential storyteller.

## VALUES

The Connector - Discover your "why."

The Catalyst - Propel and empower your brand.

The Disruptor - Disrupt traditional PR norms.

## VISION

Y Communicate produces strategic media pioneers in mastering their own narratives.

## BETA LAUNCH PROGRAM

Y Communicate announces the next phase of its journey - the beta launch. For a limited time, our beta initiative will allow us to preview our services, allow individuals to interact with our offerings, build relationships, and provide valuable feedback to help us refine our systems.

We unveil the waiting list for those interested in utilizing our program. Each list will have a set number of open slots per month. Individuals must fill out our waiting list form and schedule an introductory call if interested.

### *The following services:*

**BUNDLES** - Tell (Initial - 30 days) and Interact (Basic - 90 days)

**A-LA-CARTE** - Press Release, Press Tracker, Social Media, and Press Kit.

## BYLINE

**October 15, 2023** - PR News - Multicultural Communications Next Uncharted Territory: Artificial Intelligence (AI)

## CONTACT

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## YOUR DISRUPTIVE IN-HOUSE DEPARTMENT

We have the mindset of a  
PR department.

We have the heart of a  
PR department.

We ARE a PR department.



### THE COMMUNICATOR

Enter into the world of corporate communications from an in-house lens. The new audio series airs on all major podcast mediums, including Spotify and Apple, as well as on YouTube. Season 1 is now available.

Debuting this spring - Season 2.

### MARKET OR PITCH

The marketing and PR news and trends podcast from the vantage of Black and Brown perspective.

Now available are Seasons 1-3, the intermission series *Freestyle*, and the limited series *ShortTakes* on all prominent podcasting mediums.

### THE LEGACY

The thought leadership newsletter is exclusively on LinkedIn. Nine editions published.

### IN-HOUSE

Witness the ins and out of Y Communicate. In-House, the newsletter. Premiering in 2025.

### THE Y TIPS

The weekly short-form video tip series airs exclusively Wednesdays on Instagram.

### Y COMMUNICATE IN THE NEWS

**February 24, 2024** - Rewriting the Stories We Tell

**August 8, 2023** - Top Tips: Utilizing User Generated Content (UGC)

**March 21, 2023** - PR News: Despite Possible Ban, Majority of Brand Communicators Continue to Use TikTok

### AWARDS

2020 - PRSA-NY 15 Under 35

2022 - Daily Ad Brief Marketing Champion

2024 - Marketing 2.0 Conference Outstanding Leadership

