



# PRESS KIT



## Our Story

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

## Our Mission

Y Communicate is **YOUR** DISRUPTIVE in-house corporate communications department.

As storytellers, we are dedicated to transforming your brand into an influential storyteller.

## Our Vision

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

We are...

THE  
CONNECTOR

THE  
CATALYST

THE  
DISRUPTOR

## Awards

2024 - Diversity Action Alliance G.E.M.S.  
Distinguished Communicator of Color

2024 - Marquis Who's Who

2024 - Marketing 2.0 Conference Outstanding  
Leadership

2022 - Daily Ad Brief Marketing Champion

2020 - PRSA-NY 15 Under 35 Award Winner

## WOMEN LEADERS TO LOOK UP TO 2024

Passion Vista Magazine (INTERNATIONAL)  
April 2024

## BRILLIANT MINDS TOP 5 INFLUENTIAL WOMEN TO WATCH

CIO TODAY  
June 2024

## About Yesenia

Yesenia Reinoso is an award-winning fourteen-year transformative bilingual storyteller, content creator, co-author, communications practitioner, and entrepreneur. In June 2021, she founded Y Communicate and currently serves as Founder and Principal. Mastering an approximate fifteen-year career in corporate communications, Yesenia worked in industry sectors across the for-profit and nonprofit sectors. Previous employers include National CineMedia (NCM), Times Square Alliance, Nonprofit New York, and Global Kids. She is also a member of PRSA, contributor writer, and co-host of the marketing and PR podcasts "Market or Pitch" and "The Communicator." In November 2024, Yesenia co-authored the book "Educational Luminaries: Triumphant Over Systemic Systems" which quickly became a #1 Amazon best seller.



## Contact



Y Communicate  
Business



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<https://ycommunicate.carrd.co>

## Specialties

- Traditional corporate communications services.
  - Strategic planning
  - Media relations
  - Collateral production
  - Digital media
  - Media newsroom assembly
  - Fractional CCO
- Educational workshops
  - Coming soon in 2025
- Thought leadership
  - "The Legacy" newsletter
  - "The Communicator" audio series