



PITA S. JUAREZ

ABOUT

Pita Juarez is a filmmaker, journalist, and political communications strategist. Pita is a queer immigrant woman from Guatemala whose artistry and insight have successfully built bridges with the people on the frontlines to capture authentic conversations and shift the culture of storytelling.

CONTACT

- (602) 413-4421
- pitaj.multimedia@gmail.com

SOFTWARE SKILLS

- Adobe Suite
- Cision
- Meltwater
- TV Eyes
- Phone2Action
- Everyaction

FILM & COLLABORATIONS

- Redford Center Documentary Series Clean Energy: Director, Producer, Editor 2021
- Documentary: Writer and Director, La Morena 2020
- Documentary: Writer and Director, Fighting for Madre Tierra, The Redford Center 2020
- Documentary: Co-Director and Producer, You Racist Sexist Bigot 2018
- Latino Arts & Culture: Remezcla.com, Contributing Writer
- NPR Fellow: MIRA LISTEN Podcast for Latinos by Latinos
- Indie Film Festival Director 2018- Present

EDUCATION

- B.A. in Communications & Mass Media Studies, Arizona State University, Class of 2011

WORK EXPERIENCE

Samayoa Communications LLC

Founder/President 2017- Present

- Set a vision for Communications, Brand, and Marketing that drives impact
- Provide thought leadership, manage stakeholder engagement, elevate executives, build organization awareness locally and nationally through media and public affairs
- Shape strategic engagements to position organizations as a leader in their expert field
- Anticipate risks, address challenges, and safeguard brand reputation with expert communications strategies including crisis communications

LGBTQ+ Victory Fund

Vice President of Communications Oct 2022 - Aug 2023

- Recruit and manage the communications team to track and develop individual team goals
- Develop reports and presentations for the CEO, Board of Directors, and other stakeholders
- Oversee all digital platforms, email fundraising, website, and creative design for the organization
- Represent the organization at high-level external events and with key stakeholders, including but not limited to members of Congress, policymakers, corporate partners, coalition partners, and media contacts
- Oversee organizational materials, including press releases, talking points, briefing memos, speeches, annual reports, and all digital copy

League of Conservation Voters| Chispa

Communications and Creative Strategies Director Apr 2021- 2022

National Communications Director Nov 2018-2021

- Strategize, supervise and execute high-level creative campaigns nationally
- Build relationships with diverse-focused national and local media and ensure ongoing coverage of Chispa's issues and spokespeople on traditional and digital media
- Hire and supervise all consultants on digital strategy, website, design, video production, cultural strategies and translations
- Manage and monitor all editorial, statements, newsletters, releases, social media voice, and digital growth that integrates messaging that reflects BIPOC culture, justice values, and advances program goals
- Provide coaching, trainings, and support for states and national staff

Clean Energy for a Healthy Arizona | NextGen America Electoral

Communications and Storyteller Director Jan 2018-Nov 2018

- Created story bank of campaign spokespeople: veterans, nurses, faith leaders, farmers, Native American tribes
- Coordinate and manage media trainings for spokespeople, including State House and Senate Representatives
- Plan editorial meetings with campaign surrogates and media
- Cast spokespeople for social media videos, campaign pictures, mailers, and TV campaign ads

One Arizona Coalition

Director of Media and Communications May 2015-Jan 2018

- Led and managed C3 and C4 state coalition communication planning