



We make word magic to help you **connect to**
and **strengthen** your community.

CONTENT STRATEGY, MARKETING, WEBSITE DESIGN, AND COMMUNITY OUTREACH FOR
MISSION-DRIVEN ORGANIZATIONS

www.qenteco.com

ABOUT Q'ENTE

Q'ente Communications is a Latina, woman-owned communications and public involvement firm based in Austin, Texas. We help mission-driven organizations tell their story, connect to their audience and design programs built on community collaboration, partnership, and trust.

Built on a commitment to diversity, inclusivity, equity, and accessibility in our work, we specialize in engagement strategies for multi-cultural and diverse audiences. In addition to Claudia, the team includes a network of subsidiary communications specialists, graphic designers, translators, web designers, and other content creators.

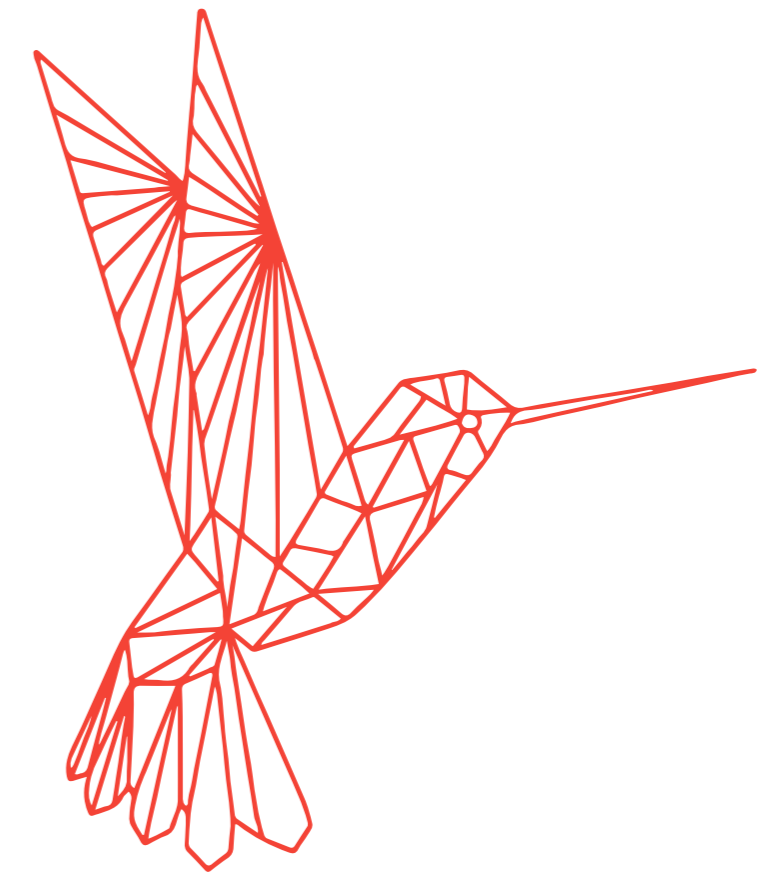


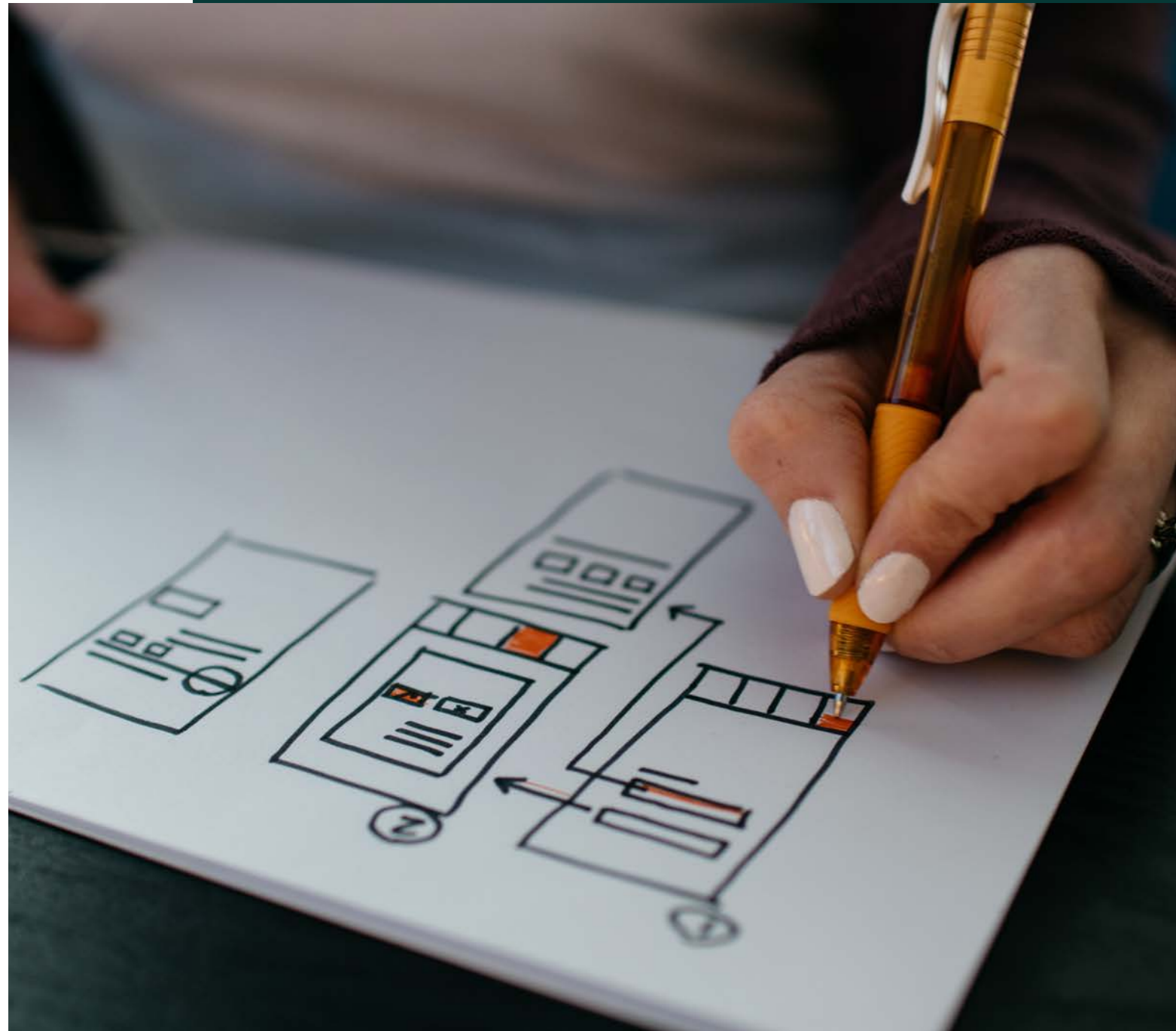
Q'ENTE
COMMUNICATIONS

WHAT'S Q'ENTE?

Q'ente is a Quechua word for hummingbird, the tiny, resilient birds that have the highest metabolic heart rate of any animal on earth.

Like incredible these birds, Q'ente uses our resources and talents to achieve remarkable results, even under the most difficult circumstances. We step in to add capacity, craft solutions, and help our clients achieve meaningful, measurable outcomes. .





About us

Q'ente is led by Claudia Arniella native Spanish speaker, content strategist, and storyteller who helps mission-driven organizations build creative, dynamic, and impactful campaigns and programs for diverse audiences.

Claudia has 17 years of experience in communications, program management, and outreach for a broad range of clients ranging from healthcare, education, social services, utilities, transportation, parks, and transit.

SKILLS

Our team approaches all of her work with a commitment to diversity, equity, inclusivity, and accessibility. She has launched and led many community-based programs, including community coalitions, grassroots advocacy efforts, and public health initiatives.



- Spanish language outreach
- Strategic messaging and content
- Project management
- Dynamic meeting facilitation
- Grant writing and reporting
- Community outreach and survey design

CERTIFICATIONS



- Bleiker Systematic Development of Informed Consent
- Volunteer Management
- Courageous Conversations
- Liberating Structures
- PMP Course Completion
- State of Texas HUB Certification
- In process: WBE, DBE, MBE Certifications



SERVICES



Events + Meetings

- Meeting Facilitation
- Conferences
- Workshops
- Focus Groups
- Virtual Meetings



Writing + Content

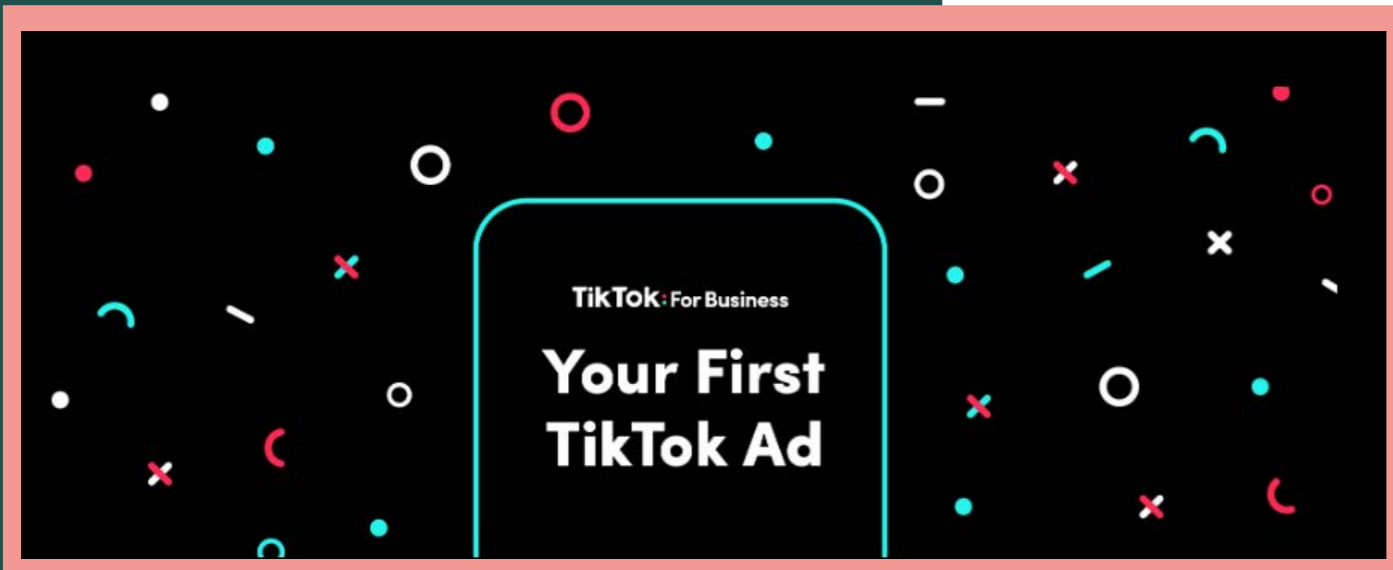
- Copywriting
- Content Strategy
- Proposals and Grants
- Press Releases
- Multi-cultural outreach



Design + Marketing

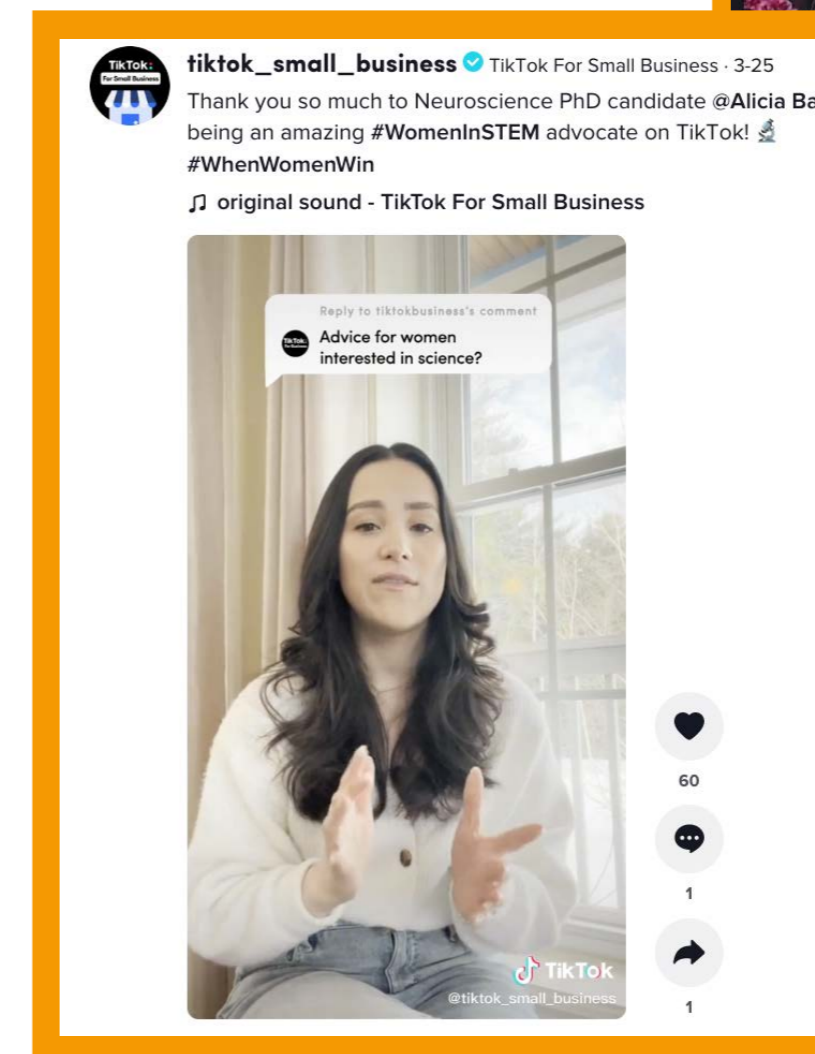
- Graphic Design
- Social Media
- Website and SEO
- Video Content
- Email marketing

PROJECTS: TikTok for Business



Managed a portfolio for TikTok for Business to produce a broad array of content to advertise products for small business owners. The effort included copy and graphics translated into 14 different languages for emails, in-app content, video storyboards, influencer interviews, and blogs.

- Blog copy
- Storyboards
- In-app content
- Email copy
- Banners and graphics



PROJECTS: Alliance Water

Led public relations and marketing for multi-year construction project and water alliance serving the cities of San Marcos, Buda, and Kyle.



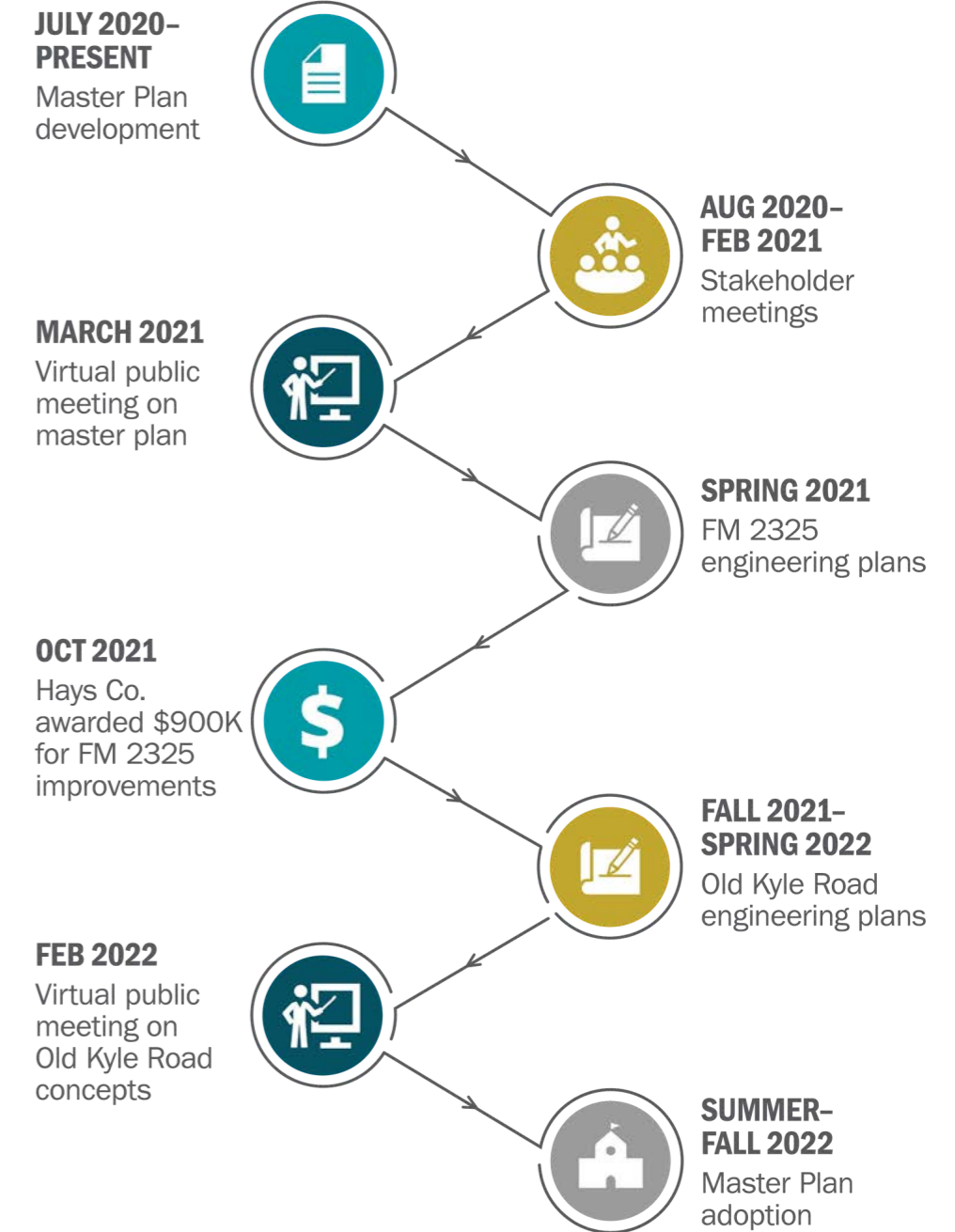
- 21% increase in website views
- 1,216% increase in social media engagement
- 31% increase in social media followers
- Branding, graphics, e-newsletters



PROJECTS: Wimberley Valley Trails

Led marketing and PR for a Master Trails Plan for the City of Wimberley, which included dozens of stakeholder meetings, creation of digital assets, and facilitation of online meetings.

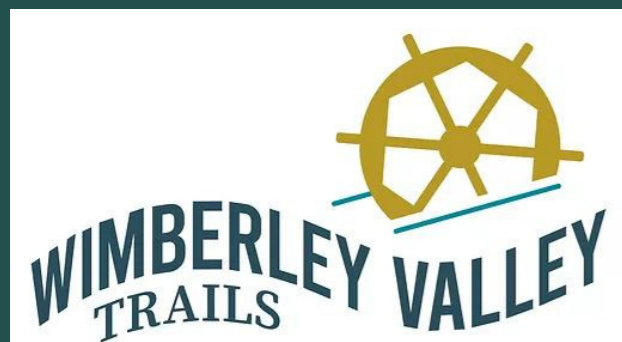
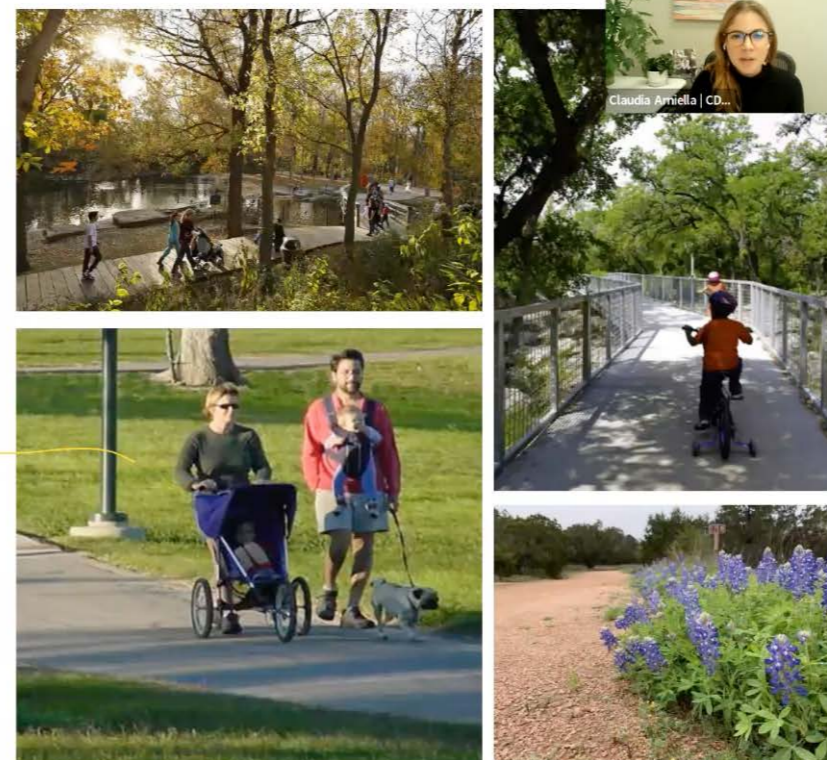
- Achieved unanimous resolution of support from Wimberley City Council
- Branding, website, graphics
- Grassroots community campaign helped team procure \$1M for safe sidewalks



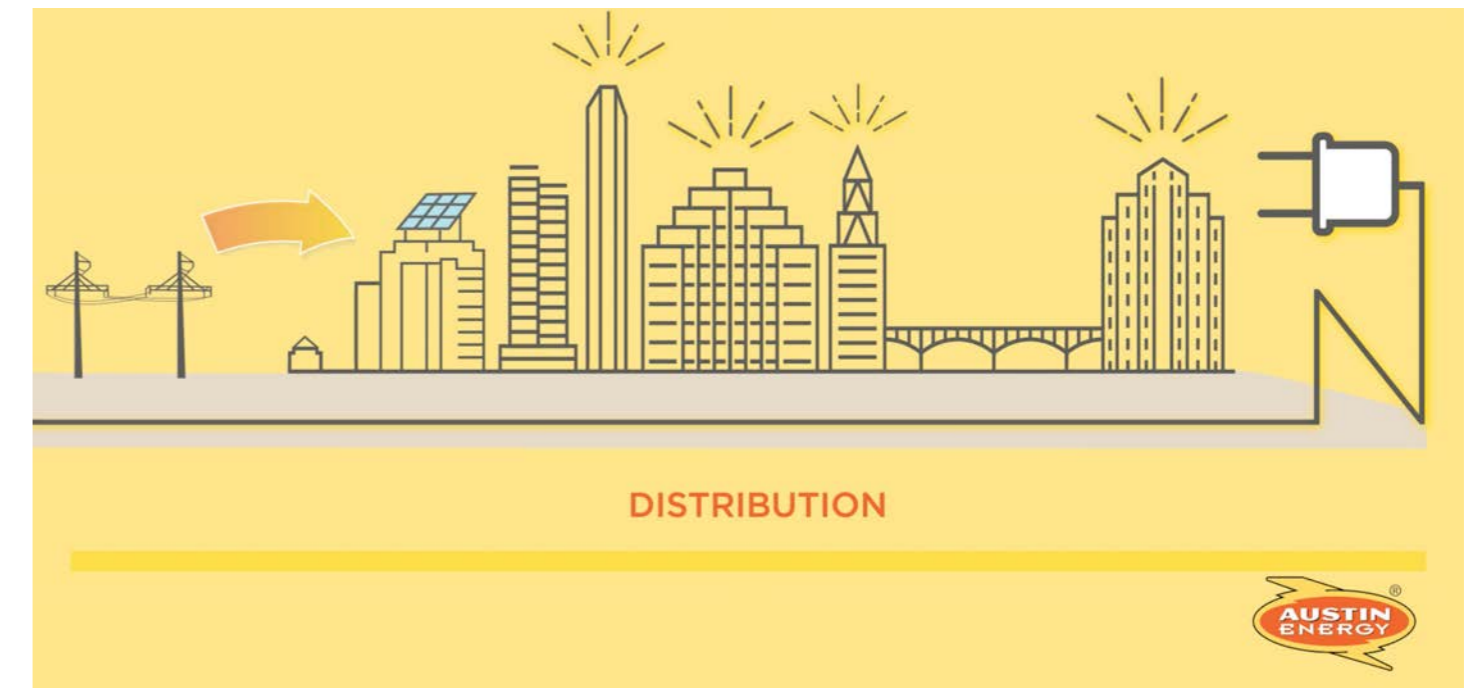
LIVE POLL QUESTION

Would you use an option other than a car to get around if these improvements were made?

- A - Yes, most of the time.
- B - Yes, several times a month.
- C - Yes, once or twice a month.
- D - No, thanks. I'll drive my car.



PROJECTS: Rainey Street Substation



Led a community outreach campaign for an Austin Energy project to design and build a new substation in the downtown Rainey Street neighborhood.

- Animated explainer videos
- Virtual and in-person meetings
- Print and digital marketing
- PR and media coordination

TOWERS

Austin city life since 2007.

Austin, It's Time to Pick Your Favorite Design for Downtown's New Substation

JAMES RAMBIN MARCH 1, 2019 | COMMENT



PROJECTS: Bergstrom Spur Urban Trails Project

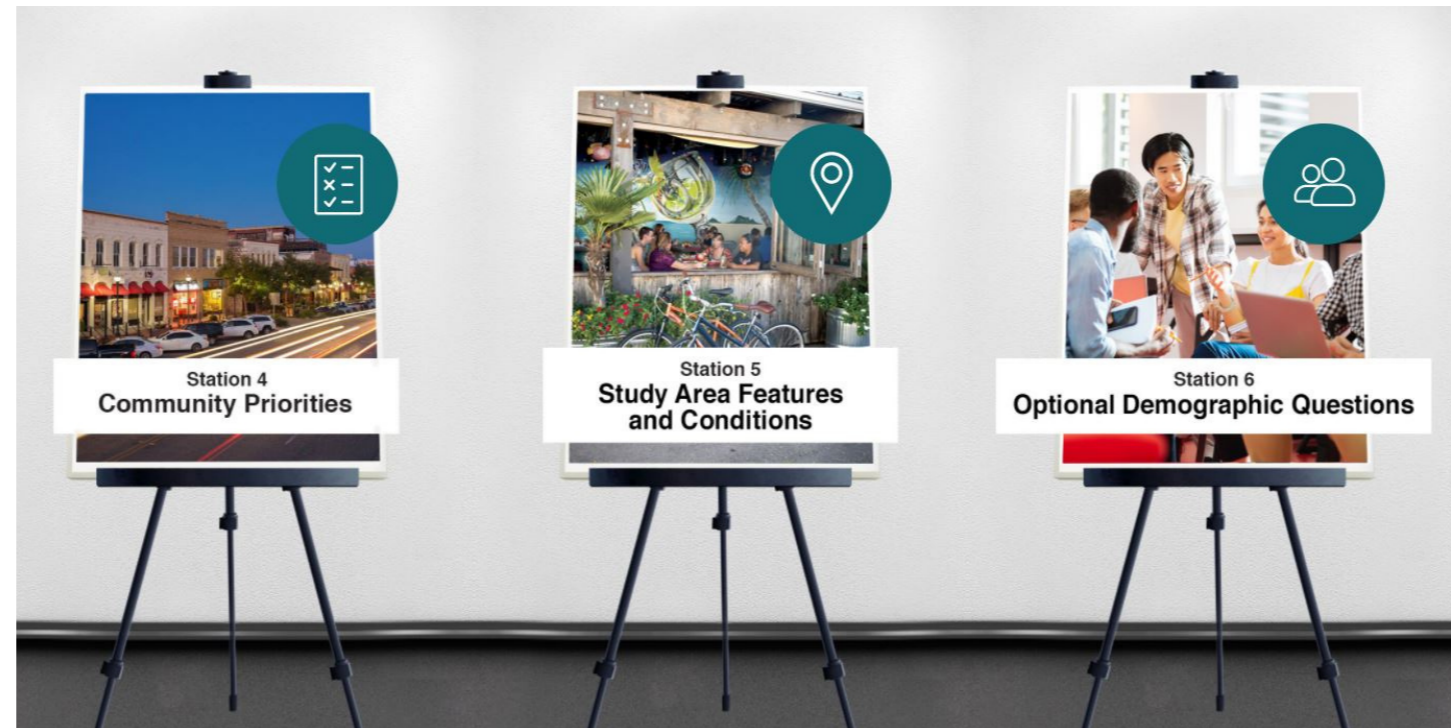


Led community outreach campaign for a City of Austin Urban Trails Program to convert an abandoned railway into a hike and bike trail and transit corridor in South Austin. The project received widespread community support, gained approval from Capital Metro, TXDOT, and AUS, and is currently under Phase 1 of construction.

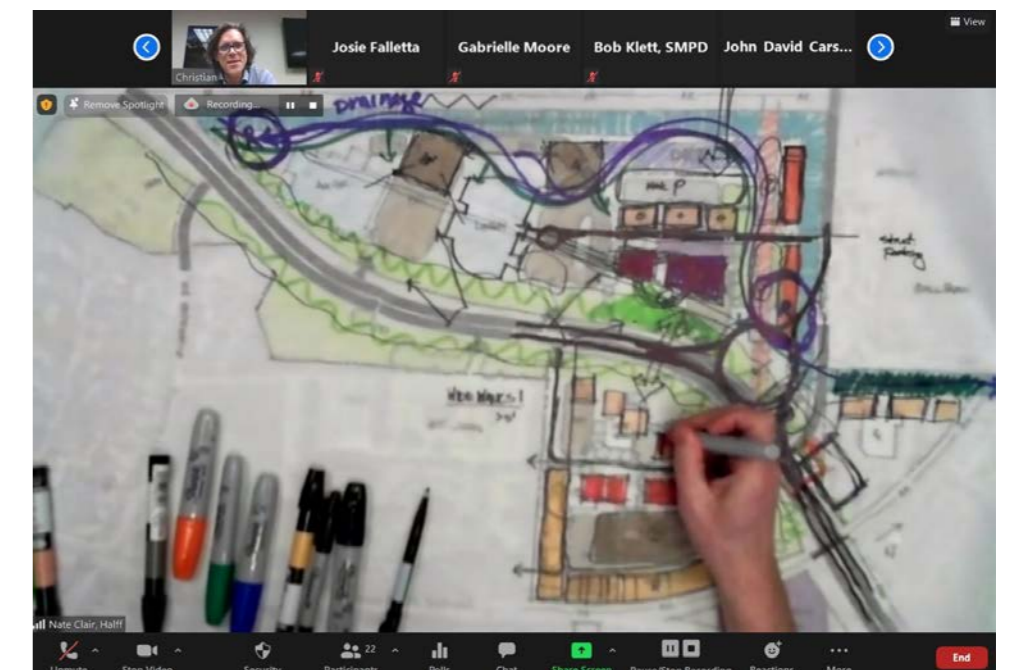
- Targeted outreach, social media, and PR coordination
- Explainer video production and voiceover - [view here](#)
- Winner of American Planning Association Award - [view here](#)
- Facilitated tough conversations with planning partners, including the airport, CapMetro, TxDOT, and CAMPO

PROJECTS: San Marcos Corridor Study

Led public involvement efforts for a complex urban planning project that kicked off in the midst of stay-at-home orders in March of 2020. Claudia shifted quickly to produce virtual and remote input opportunities with focus groups, online meetings, and a proactive social media campaign supported by local partners.



- Interactive virtual open houses
- SEO and social media marketing
- Virtual focus groups facilitation
- Branding, graphics, e-newsletters



PROJECTS: Community Health Champions



Claudia designed and launched a new program for Central Health to recruit diverse community members to learn about and engage with the local healthcare system. Now in its 6th year, the program boasts 250+ alumni.

- Program design, launch, & budgeting
- Workshop design and facilitation
- Partner coordination with Dell Med, CommUnityCare, Seton, & more



PROJECTS: Title X Program

Served as project manager for a statewide Title X federal grant program totaling \$14M annually, managing contracts for 36 healthcare providers and 140+ clinics across the state of Texas.



- Successful writing, procurement, and management of \$14M grant
- Led a Provider Committee with 60+ leaders from public hospitals, community clinics, and local health agencies.
- Managed data dashboard with client-level data from 140+ clinics
- Provided on-demand training and support to increase clients seen by 15% from 2016 to 2017, despite funding cuts and significant program changes.

CLIENT FEEDBACK

“I have had the pleasure to work with Claudia on several projects, each experience being rewarding and enjoyable. She has a strong understanding of the needs that affect our most vulnerable communities and does an amazing job conveying the need and engaging stakeholders to take action. I highly recommend her services and look forward to working with her again in the near future.”

”

Rafael De La Paz, CEO
Community Health Centers of South Central Texas

“Claudia’s effectiveness as a communicator is rooted in her empathy. She has an uncanny ability to create messaging that is relatable to everyone - from clients to community members.”

”

Christian Lentz, Project Manager,
San Marcos Corridor Study





CONTACT ME

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