

# ILSA RUIZ HUGHES

## COMMUNICATIONS & STRATEGY

### PROFILE

I am a skilled and passionate communications strategist with a background in corporate social and environmental sustainability, event planning, branding, public relations, and DEI. I have a great understanding of online and offline storytelling to which I apply my viewpoint to thrive in dynamic, challenging, cross-cultural environments.

### QUALIFICATIONS

I have more than 18 years of experience managing communications departments in large-scale fast-paced multi-cultural organizations with demanding learning curves which I believe can prove valuable as an addition to a team committed to effective performance that leads to accomplishing shared goals.

### CONTACT

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## WORK EXPERIENCE

### The Nature Conservancy – JUN 2023 to date

One of the most effective and wide-reaching environmental organizations working to create a world where people and nature can thrive with conservation impact in 79 countries and territories.

#### Associate Director of Communications, Global Carbon Markets

##### KEY RESPONSIBILITIES

- Develop and establish the newly created communications area
- Build and execute a multi-annual communications strategy
- Advise leadership team on communications response and opportunities
- Cross-functional collaboration with internal and external partners to amplify key messages

##### ACCOMPLISHMENTS

- Launch of a carbon markets thought leadership article series.
- Decreased crisis and opportunity response time by 100%.
- 1500% increase in social media post engagement and reach in leadership spokespeople channels.
- Development of a Story Library to promote carbon markets work and its impact.

### CEO Water Mandate – JUN 2021 to JUN 2023

UN Global Compact initiative, in co-secretariat with the Pacific Institute, that mobilizes over 220 business leaders (representing over \$7T market cap) on water, climate, and the Sustainable Development Goals.

#### Senior Communications and Events Manager

##### KEY RESPONSIBILITIES

- Develop and establish the newly created communications and events area
- Build multi-annual communications and events strategies for the Mandate and its global initiatives
- Coordinate digital content strategy, brand identity and integrity
- Manage strategic relations with corporate and partner communications leadership globally

##### ACCOMPLISHMENTS

- Substantial increase in global event participation (Europe, the Americas, Asia, and Africa)
- 132% increase in engagement rate and 62% increase in new followers for owned social media channels
- 35% increase in earned media appearances around the world
- Development of a new DEI charter for the organization

### FEMSA Foundation – FEB 2010 to JUN 2021

Corporate Foundation of FEMSA, holding company for the largest Coca-Cola bottler in the world, the fastest growing retail and gas convenience stores in Latin America, and logistics and refrigeration companies with operations in 13 countries in the Americas.

#### Chief of External Affairs and Administration – JUN 2016 to JUN 2021

##### KEY RESPONSIBILITIES

- Manage creation, implementation and evaluation of internal and external communications strategies in LAC and the Philippines.
- Supervise exploration, approach and maintenance of strategic partners that support cross-cutting goals for the Foundation.
- Establish guidelines and processes to improve strategic decision making, including finances, legal services, project quality standards, and HR.

##### ACCOMPLISHMENTS

- Launch of the Foundation's social media strategy with engagement 150% over the industry's benchmark
- Generation of a stakeholder intelligence area that improves decision making for leadership
- Increased yields of the Foundation's capital through an investment portfolio developed with the Financial Department
- Optimization of the operational budget by 13%

# ILSA RUIZ HUGHES

## COMMUNICATIONS & STRATEGY

### MY STRENGTHS

Leadership  
Accelerated learning  
Problem solving  
Thirst for knowledge  
Creativity

### LANGUAGES



### INDUSTRY SKILLS

#### EXPERT

High-performance team management, storytelling, public relations, strategic communications, strategic planning, creative writing, event management, editing, social media, translation

#### ADVANCED

Internal communications, media relations, DEI, change management, government relations, legal and financial management of philanthropic organizations

### OTHER SKILLS

#### EXPERT

**Office:** Word, PowerPoint, Excel, Sharepoint, Teams, Outlook  
**Design:** Illustrator, InDesign, Canva, PlayPlay  
**Digital:** Wordpress, Facebook, LinkedIn, Twitter, Pinterest, YouTube, Instagram, Hootsuite, Monday.com, Asana, Trello

#### ADVANCED

**Office:** Visio, Planner  
**Design:** Photoshop, Dreamweaver, Final Cut, Premiere, VideoPad  
**Programming:** HTML5, CSS3

## WORK EXPERIENCE (continued)

### Chief of External Affairs and Documentation – OCT 2012 to JUN 2016

#### KEY RESPONSIBILITIES

- Create and manage international communication strategies
- Design and coordination of decision-making tools
- Create and develop internal and external awareness campaigns
- Coordinate international events

#### ACCOMPLISHMENTS

- Increased positioning through collaboration with The Guardian
- Elevation of the Water Funds Biennial in Colombia to presidential level
- Management of *Water for our Future*, the replenish strategy for Coca-Cola FEMSA in 4 LAC countries

### External Affairs Coordinator – FEB 2010 to OCT 2012

#### KEY RESPONSIBILITIES

- Create internal and external communication plans
- Lead event organization
- Redesign and manage the Foundation's website

#### ACCOMPLISHMENTS

- Reduction by 50% of the budget used for the Annual Report
- Consistent increase by at least 50% in media coverage

## EDUCATION

### Spanish Literature and Linguistics at Tecnológico de Monterrey

- Exchange semester in Montpellier, France
- Speaker and Moderator at the XIV Congress of the International Association of Linguistics and Philology of Latin America
- Vice president of the Spanish Literature and Linguistics Student Board
- Organizing Committee of the XV Congress of the International Hispanic Studies Association.

### Other education and certifications

- Storytelling by Alan Moore and BBC Maestro
- Change Management Foundations by Scott Mautz
- Marketing for Social Change by Drew Boyd
- Design Thinking by Instituto Tecnológico Autónomo de México (ITAM)
- Crisis resolution and incident management by Alterpraxis
- Internal communications by HR Experts
- Recruiting by competencies by HR Experts
- Fierce conversations: effective leadership course by Fierce
- Performance by balance: high-impact execution by Neways
- Certified translator by Tecnológico de Monterrey

## OTHER INTERESTS AND ACTIVITIES

- AI Applications Group for Marketing and Communications at TNC (2024 to date)
- DEI Steering Committee at The Pacific Institute (2021 to 2023)
- President of Mensa's Mexican Chapter (2018 to 2020)
- Co-creator of *Tejer en Monterrey*, local knitting and crochet group with over 6,100 members