

Yvette A. Núñez

Yvette A. Núñez has spent more than a decade studying, working and volunteering in Philadelphia. She is the Deputy Vice President of External Affairs for Asociación Puertorriqueños en Marcha, a role in which she oversees the agency's public relations and community outreach initiatives, including its annual Sugar Cane Festival and Gift of Love Children's Christmas Benefit. In May 2008, the agency was listed in Hispanic Business Magazine's Top 25 Hispanic Nonprofits in the nation. Prior to joining APM, Núñez worked as a Public Relations Consultant, coordinating the 2007 Pennsylvania Statewide Latino Coalition Conference and serving as PR Consultant for Asociación Puertorriqueños en Marcha, Maven, Inc., and the Philadelphia Workforce Development Corporation. In these capacities her responsibilities varied from workshop and audience development, obtaining sponsorships, coordinating events, developing marketing materials, and media pitching.

Núñez started her career in public relations as Communications Director for the Philadelphia Workforce Development Corporation (PWDC), a position which she held for seven years. In this public relations function, Núñez was responsible for the nonprofit agency's internal and external communications strategy, encompassing media relations, advertising, corporate publications, and web development. As the City's largest workforce development agency, PWDC's clients include thousands of Philadelphia job seekers who have moved from a life of unemployment and uncertainty into gainful employment opportunities.

Núñez serves on various local boards, focusing on either of her passions: communications and the Latino community. On June 23, 2008 she will be inducted as the first person of color to preside over the Philadelphia Public Relations Association. Núñez is also on the Board of Public Citizens for Children & Youth (PCCY), and recently resigned from her role as Marketing and Nominations Chair for the Board of Taller Puertorriqueño, where she worked on the agency's new branding campaign, including the selection of its new logo and drafted much of the content for its redesigned website.

As a founding member of La Red, a group of Latino professionals under the age of 40 who are committed to serving the Latino community, Núñez helped to coordinate ¡Conversen Latinos!, an intergenerational dialogue about the historical contributions of Philadelphia's Latino community, as well as the gender, race, and class issues within its boundaries. She coordinated La Red's 40-member volunteer team for Philadelphia Cares Day, brightening the school day for hundreds of children by painting the hallways of Sheridan Elementary School.

Núñez also served as chair of the Latino Employment Opportunities Network (LEÓN), formerly known as the Latino Workforce Development Taskforce. A volunteer organization of professionals representing social service agencies, government agencies, universities, and private businesses, LEÓN's mission is to improve the opportunities and conditions for employment for Philadelphia's Latino community. She edited its 2001 report, *A Report on Latino Philadelphia*, which has been used by the media, foundations, and agencies in order to bring attention to the socioeconomic challenges facing the City's fastest growing population. She has led LEÓN through its partnership with Al Dia Newspaper for the annual Latino Job Fair, its congratulatory reception for Pennsylvania Secretary of State Pedro Cortes and its mayoral forum in the heart of the Latino community. She also has testified before Philadelphia City Council's Committee on Labor and Civil Service regarding the workforce development needs of the Latino job-seeking population. During the 2003 Philadelphia mayoral campaign, she was chosen by Al Dia Newspaper to serve as one of two community leaders to interview Mayor John F. Street on issues of employment, education, and housing as they pertain to the Latino community.

She was recently recognized as one of the Philadelphia Multicultural Affairs Congress and Impacto Latino's 10 Most Influential Latinos Under 40, and in 2004 was recognized by the Hispanic Choice Awards for her dedication to community service.

Originally from the housing projects of Newark, NJ, Núñez, a child of welfare and the youngest of 6 children, survived both of her parents by the age of 11. She is the only high school and/or college graduate amongst her 5 brothers, whom she credits as the smartest people she knows. Ms. Núñez graduated cum laude with a degree in journalism from Temple University, serving as the first Latina editor-in-chief of the University's student run publication, *Temple News*. Ms. Núñez is also a freelance journalist, publishing articles in *The Philadelphia Inquirer*, *The Philadelphia Tribune's Sojourner Magazine*, and *Latina Magazine*. She lives in West Mount Airy with her three children, William, 10, Olivia, 7, and 10-month old Cruz.