
PORTFOLIO

Frída Villalobos

...

Hola, soy

FRIDA
VILLALOBOS



ABOUT ME ▶▶

🗣️ **Storyteller | Bilingual Marketing & Communications Executive | Community Impact Advocate** 🌟

I'm Frida Antonieta Villalobos, a bilingual marketing and communications professional with over 20 years of experience in strategic planning, brand management, and media relations.

📍 Born in El Salvador and raised in Houston, I'm a proud first-generation college graduate (Texas State University, B.A. in Journalism & Spanish). My career spans government, nonprofits, and media, including key leadership roles at BakerRipley, the Houston Area Women's Center, Harris County Precinct 2, and LAT TV Broadcasting.

🤝 Passionate about community, I've served as a mentor and advocate for education, equity, and resilience. My work has been featured in The Wall Street Journal, The New York Times, and National NPR.

EDUCATION

▶▶ TEXAS STATE UNIVERSITY, 2003

Bachelor's of Arts|

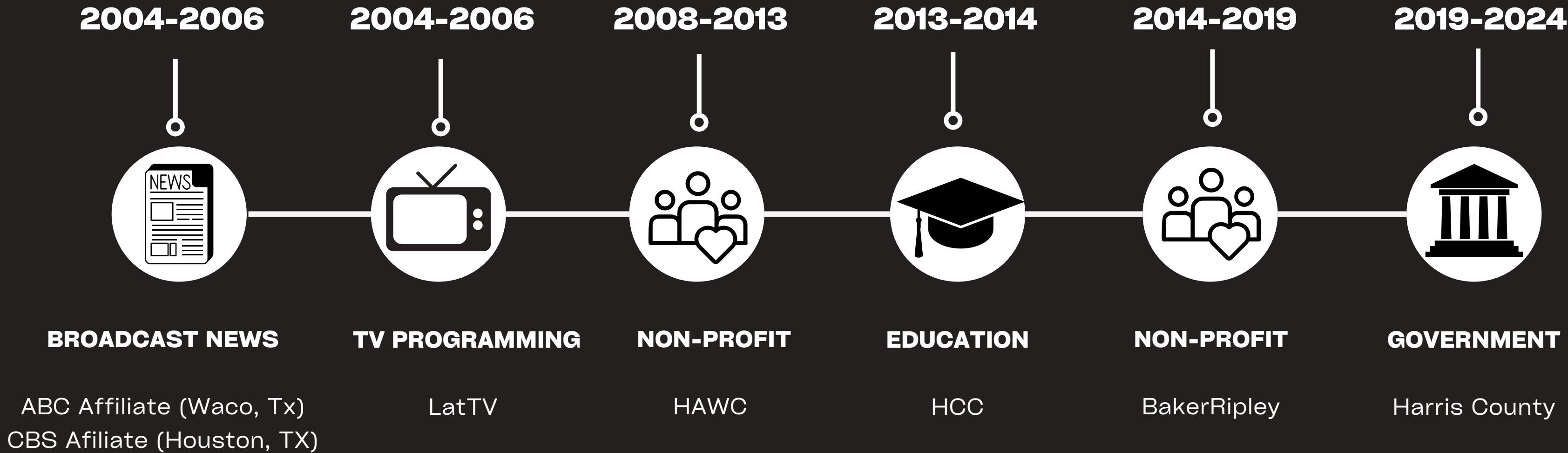
Mass Communications- Electronic Media
Spanish - Second Major



WHAT I BRING TO THE TABLE

- Strong and experienced marketing and communications expert with a proven government and non-profit strategic communications track record
- A forward-thinking bilingual leader with visionary ideas and innovative solutions
- Over 20 years of experience in strategic planning and execution, team building, brand development and management, media relations, government communications, community outreach, reputational protection, and crisis response
- Excellent at building and maintaining strong relationships with multicultural journalists to effectively pitch stories that elevate individuals and the organization's brand
- Deep understanding of the local media landscape with a strong ability to tailor messages to different audiences
- Skilled at navigating fast-paced and dynamic work environments
- Strong ability to manage crisis communications including severe weather and industrial disasters
- An experienced and passionate leader with a deep understanding of community planning, outreach, and engagement.
- Bilingual in English and Spanish with reading, writing and speaking abilities.

MY BACKGROUND



MY EXPERTISE

LEADERSHIP

Team Building/Management

Built and Managed Commissioner Garcia's Communications team when he took office in 2019

STRATEGIC

Comms/Marketing/Branding

Innovative and effective strategic leader experienced at building brand awareness

COMMUNITY

Planning/Engagement

Deep understanding of the importance of community engagement and planning.



JOURNALISM/ TV NEWS



News Writing

News Production

Video Editing

Breaking News Management



NON-PROFIT

Houston Area Women's Center



Advocacy

Public Relations/Media Relations

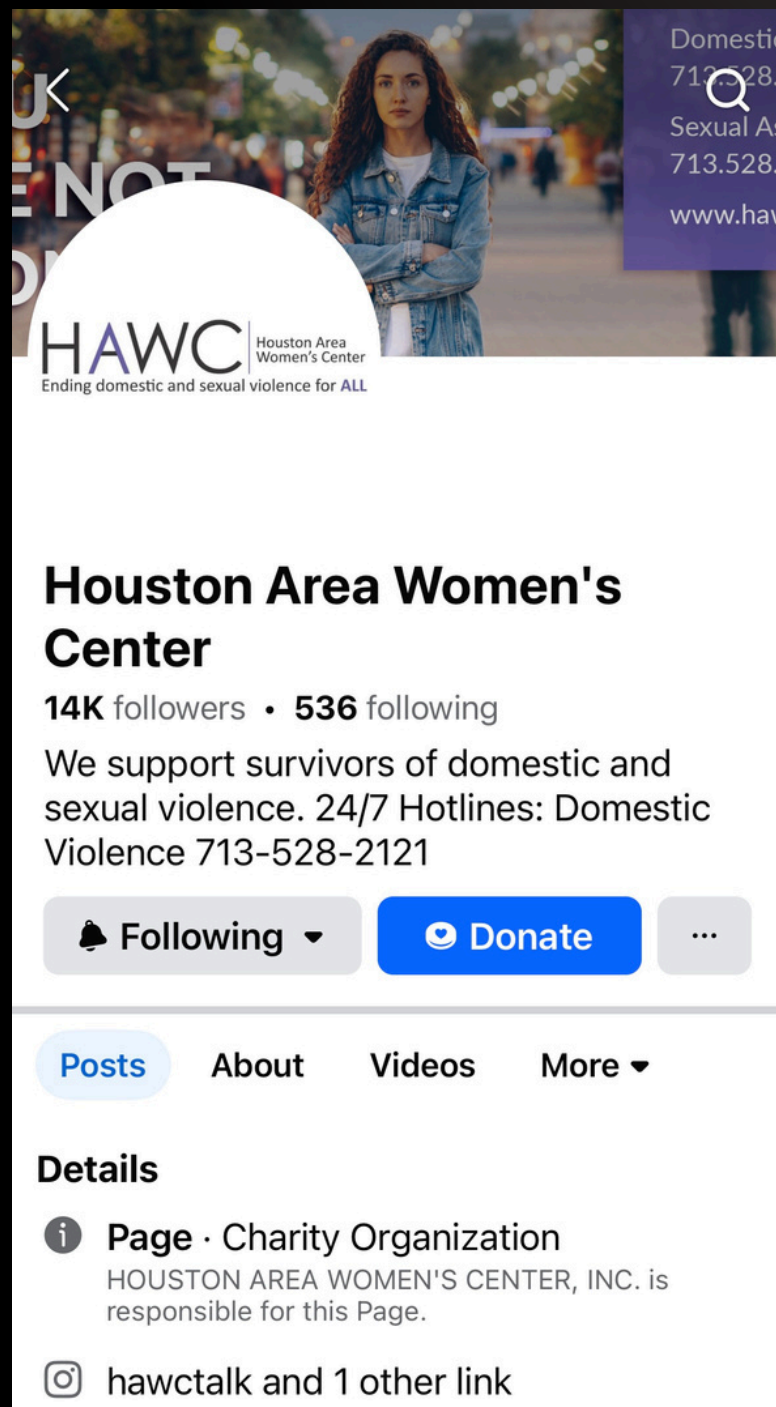
Social Media Development/Management

Messaging Development

Video Production



NON-PROFIT



Houston Area Women's Center Accomplishment Snapshot

Created Social media pages for the agency

Media Strategy Development/Management

Awareness Campaigns Development/management

Secured/Led production for pro-bono PSA

NON-PROFIT



BakerRipley

Communications Strategy Development

Marketing/Branding

Media Relations Management

Media Trainings

Community Planning/Engagement

NON-PROFIT



BakerRipley Accomplishment Snapshot

**National Media Story placements
(New York Times, The Atlantic, Yahoo News)**

Hurricane Harvey Crisis Comms Response

Agency Rebrand

Agency Photography

GOVERNMENT

Harris County Precinct 2 Commissioner Adrian Garcia



Team Building/Management

Branding Development

Media Relations

Crisis Communications

Strategic Communications

Community Planning/ Engagement



GOVERNMENT

Harris County Precinct 2 Accomplishment Snapshot



Team Building/Management

Branding Development

Media Relations

Crisis Communications

Strategic Communications

Community Planning/ Engagement

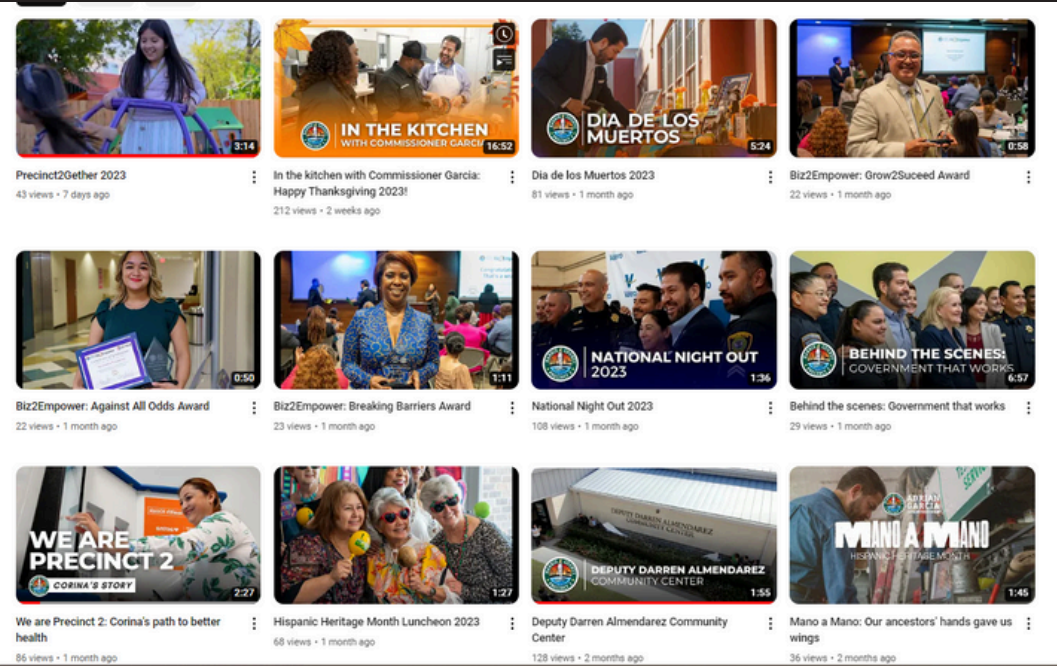


GOVERNMENT

Harris County Precinct 2 Accomplishment Snapshot



- Complete re-brand and visual identity development
- Digital Media channels growth and expansion.
- Increased engagement



2019



2.7K



660

2024



22K+



5.6K



3.1K+



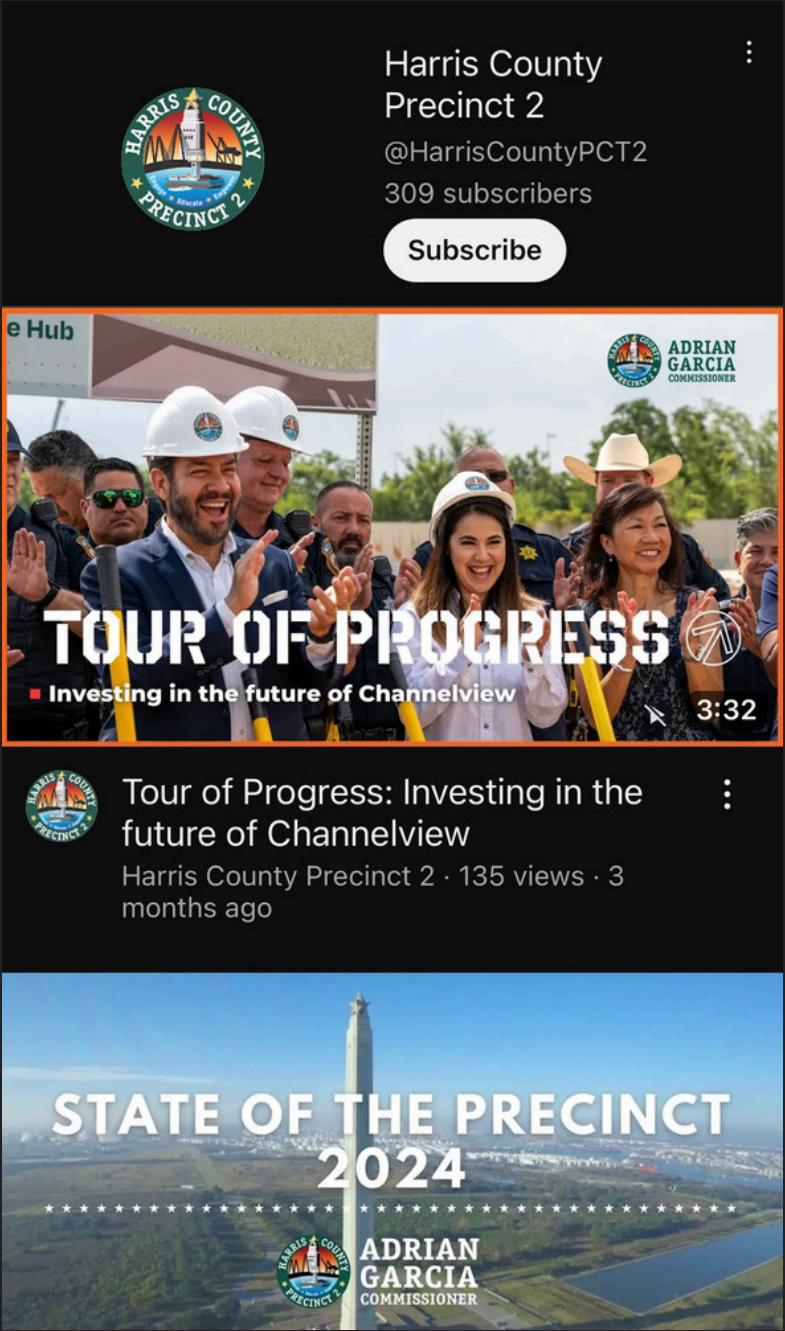
300



3K

GOVERNMENT

Harris County Precinct 2 Accomplishment Snapshot



Led video series campaigns to
highligh Commissioner Garcia’s work
and progress in P2.



Revamped Branding for Infrastructure projects.
Led complete revamp of the way P2 collaborates with Engineering
consulants and improve return of investments.

CREATIVE

Creative Campaign Development

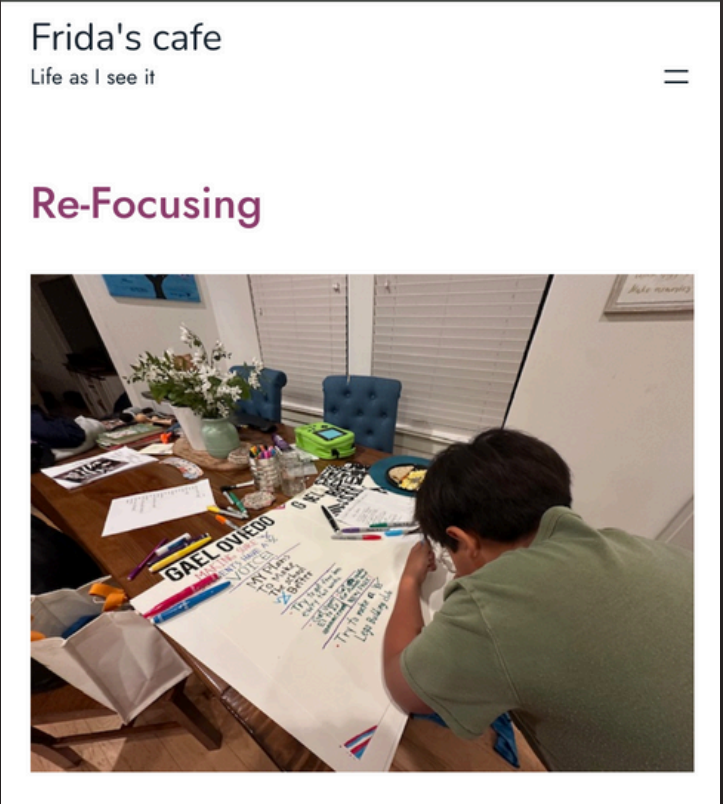
Marketing & Branding

Visual Identity

Video Production

Blog Writing

Photography



I FT'S SWRK

Together



Call

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Personal Blog

fridasblog.com

