

DARELIZ G. NIEVES MOLINA

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Get to know me

Experienced digital marketing, integrated communications specialist and professor. I have worked with different industries including: healthcare, science, beauty, academia and finance. Founder of MOIA Communications®.

Experience

National Science Foundation Arecibo Center for Culturally, Relevant and Inclusive Science Education, Computational Skills and Community Engagement (AC3) | Arecibo Observatory Historic District

Communications Specialist/Lead - present

- Strategy Development
- Brand Management
- Stakeholder relations
- Media and public Relations
- Internal Communication
- Digital and Social Media
- Analytics and Reporting

Ciencia Puerto Rico

Communications AC3 Collaborator -2024/present

- Social profiles evaluation
- Help with the communication plan

Miss Puerto Rico Organization | Cayey, Puerto Rico

Marketing State Manager / Social Media Manager - 2024/present

Volunteer

- Content Creation for social media
- Coordinate interviews with magazines and bloggers
- Strategy Development
- Brand Management
- Analytics and Reporting
- Website redesign and maintenance
- Educational programs (Marketing workshops)

WLRP Radio Raíces 1460 AM | San Sebastián, Puerto Rico

Technology reporter - 2024/present

- Research about technology news or issues
- Talk and update about technology and digital business news
- Answer audience questions regarding tech and digital business

Universidad Ana G. Méndez, , Puerto Rico

Full-time Undergraduate and Graduate Marketing Professor - 2023/2024 Gurabo, Puerto Rico

Part-Time Undergraduate Marketing Professor, 2022 Aguadilla, Puerto Rico

- Prepare courses related to marketing and social media.
- Syllabus creation
- Participate in committees
- In charge of international work and study students
- Provide talks for community outreach efforts
- Provide guidance to students regarding social media agencies
- Design graphics for doctoral students defense meetings

Universidad Sagrado Corazón, San Juan, Puerto Rico

Part-time Undergraduate Entrepreneurship Professor - 2023/2024

- Provide guidance to students regarding social media agencies
- Dictate courses about entrepreneurship
- Select students for the competition: Idea Factory Competition

MC Media Management/Business 2 Business Puerto Rico

Social Strategy Collaborator - 2023/2024

- Create graphic design content for promotions and events
- Assist with social media digital ads
- Radio Talent collaborator - WABA La Grande

American Red Cross

Communications Volunteer / Liaison - 2023/2024

- Assist in the creation of press releases when necessary.
- Create copies and publish on social media
- Liaison between associations, students and American Red Cross Communications Department
- Design graphics to post - social media

NSF Arecibo Observatory, Arecibo, Puerto Rico

Communications Officer - 2022

- Create press releases
- Coordinate interviews with journalists
- Create social media digital campaigns
- Create marketing plans for Visitors Center and VSQ
- Take photos and videos of events
- Develop initiatives to attract external funds
- Design graphics to post - social media

Universidad Interamericana de Puerto Rico, Aguadilla, Puerto Rico

Part-time Graduate Program (Marketing) Professor - 2021/2024

CDBG-PR Small Business Administrator Program - 2022

- Prepare graduate courses related to marketing.
- Syllabus creation
- Provide talks for community outreach efforts
- Provide guidance to students regarding graduate studies
- Reach small business owners to enroll in CDBG-PR Programs
- Radio Interviews for Program Outreach
- Participate in committees

Universidad de Puerto Rico en Aguadilla, Puerto Rico

Press Officer - 2020/2021

Undergraduate Part-time Marketing Professor - 2021

- Create press releases
- Coordinate interviews with journalists
- Create social media digital campaigns
- Create marketing plans to attract new students
- Take photos and videos and create graphic designs for events
- Develop initiatives to attract external funds
- Creation of a professional certificate proposal for the Division of Continuing Education and Professional Studies.
- Participate in committees

Chess Advertising Group, Hatillo, Puerto Rico

Digital Team Leader - 2019/2020

- Digital area leader/director
- Direction in content and graphic arts design
- Department time management

- Content creation
- Support in Graphic Arts
- Relationship with Clients and Companies
- Support in personnel recruitment
- Creation of digital advertisements
- Creation and Editing of Releases and Press Releases

Pharmamax, Hormigueros, Puerto Rico

Graphic Designer - 2019

- Content Creation
- Social Media Campaigns
- Pharmamax UGC creator
- Voice audio recording for announcements
- Take and edit photos and videos
- Marketing plan creation
- Shopper creation
- Communication with suppliers

Arroba, Grupo Mamery, Mayagüez, PR

Account Executive - 2018

- Content creation
- Support in Graphic Arts
- Relationship with Clients and Companies
- Creation of digital ads
- Creation and Editing of Releases and Press Releases
- Take clients photos to post

MOIA Communications, online, Puerto Rico

Founder / Strategist - 2015/present

- Graphic Design for clients
- Social Media Campaigns
- Analytics
- Communicate with clients
- Take photos and videos for social media
- Brand Image Consultant

Education

2020 - DBA Doctoral Degree - Business Administration, Management | Ana G. Méndez University

Thesis interest: news media and public opinion within big corporations (in progress)

2024 - MA Masters Degree - Public Relations and Integrated Communications | Universidad del Sagrado Corazón

2020 - PRE - Psychology | Universidad Carlos Albizu

Courses: Abnormal Psychology

Psychology Research

Cognitive Psychology

2018 - 2019 MBA Masters Degree - Business Administration, Digital Marketing | NUC University

Summa Cum Laude: 4.00

Honor Roll Student

Successful Graduate Award Candidate

2013 - 2018 BBA Bachelors Degree - Business Administration, Marketing | UPR Aguadilla

Minors: psychology | Spanish

Magna Cum Laude: 3.80

Honor Roll Student

Class President

Professional Certificates

2024 (progress) Meditation Educator and Wellness Professional - IIN Nutrition School

2024 (progress) - Script Development for Film and Television Series

2023 - Graphic Design | Universidad del Sagrado Corazón

Certifications

Event Production

Universidad del Sagrado Corazón, 2024

Accessible Communications
Canadian Association for Supported Employment, 2024

Scientific Communication
Interamerican Institute for Global Climate Research 2024

Neuroeducation
Ana G Méndez University, 2024

Digital Marketing Masterclass + AI and Chat GPT for Marketing
Udemy, 2024

Social Media
HubSpot, 2024

Content Marketing
HubSpot, 2024

Literary Techniques
Universidad del Sagrado Corazón, 2023

Teaching Fundamentals and Canvas
Universidad del Sagrado Corazón, 2023

Event production for Public Relations
Ana G. Méndez University, 2023

Google News, 2022

Persuasive Communications
Universidad del Sagrado Corazón, 2022

Remote Teaching
Ana G. Méndez University, 2022

Digital Journalism
Universidad Nacional Autónoma de México, 2022

Digital Humanities
Universitat Autònoma de Barcelona, 2022

CDBG - PR Certification
Housing Department, 2022

Digital Security for Journalist
Border Center for Journalists and Bloggers, 2022

Google Analytics, 2022
Integrated Communications: Marketing, Advertising and Public Relations
IE Business School, 2022

SEO
HubSpot, 2022

Google Creative Certification, 2022

Google Campaign Manager, 2022

Neuromarketing
Universidad del Sagrado Corazón, 2021

Design and Remote Teaching
Interamerican University, 2021

Virtual courses creation
University of Puerto Rico, 2021

Trends in Public Relations
Universidad del Sagrado Corazón, 2021

Locution
Universidad del Sagrado Corazón, 2021

Digital Media Public Relations
Universidad del Sagrado Corazón, 2020

Hospitality Inbound Marketing
Udemy, 2020

Digital Marketing Neuromarketing
Udemy, 2020

Inbound

Hubspot, 2020

Graphic Design

Universidad de Puerto Rico, 2018

Advance Digital Photography

Universidad de Puerto Rico, 2017

Digital Marketing

Universidad de Puerto Rico, 2017

Professional Affiliations

- Association of Sales and Marketing Executives of Puerto Rico
- American Marketing Association

Professional Services

Branding and Ecommerce Conference, 2024 | Mayagüez, Puerto Rico

Sila María Calderón Women's Business Center

Social Media Content Creation and Branding Conference, 2024 | Cataño, Puerto Rico

FBLA Leadership Convention

Branding for Medicine and Science Students Conference, 2024 | Aguadilla, Puerto Rico

Interamerican University of Puerto Rico

Digital Marketing plan Conference, 2024 | Gurabo, Puerto Rico

Sila María Calderón Women's Business Center

Market Research and Analysis Conference, 2023 | Mayagüez, Puerto Rico

Sila María Calderon Women's Business Center

Entrepreneurship Pillars for Women - Women's Day, 2023 | Aguadilla, Puerto Rico

"Municipio Autónomo de Aguadilla"

Digital Marketing for Communities Conference 2023 | Ponce, Puerto Rico

SG University

Social Media Content Creation and Marketing Pillars Conference, 2023 | Ponce, Puerto Rico
SG University Graduation

Marketing Fundamentals, 2020 | Online, Puerto Rico
FBLA Annual Conference

What do you say? Conference, 2017 | Aguadilla, Puerto Rico
University of Puerto Rico at Aguadilla

News publications

Path to a more equitable country
El Nuevo Día | 2024

Between Brands and Urns: The Intricate Dance of Political Marketing and Consumer Behavior
La Voz Digital | 2024

At a firm step the woman on the business path
Business 2 Business Puerto Rico | 2022

Entrepreneurship as the center of economic development
Periódico Visión | 2022

The role of social media in communication and crisis
La Isla Oeste | 2022

Digital Marketing for companies in times of crisis
La Voz Digital | 2022

Beware of Digital Scams

Periódico Visión | 2022

Today everyone are influencers

De Tu Isla | 2022

Reducing your advertising budget harms your company

La Isla Oeste | 2022

Advertising and Inflation

Periódico Visión | 2022

Copying a product or service is easy, a brand is not.

De Tu Isla | 2022

Misinformation on social networks, who do I believe?

Periódico Visión | 2022

"I don't know what to post on my social networks"

De Tu Isla | 2022

Can my PyMe compete with large companies?

De Tu Isla | 2022

"I sell to everyone"

De Tu Isla | 2022

Crisis in social media, now what do I do?

De Tu Isla | 2022

Leadership

Class President

2018 Graduating Class President. Student Representation to the Administration. Coordinate fundraisers, formal dance, social activities and participation in decision making.

Representative of Business Administration General Council of Students - University of Puerto Rico in Aguadilla.

Student Representation of the Department of Administration Companies to Administration. Participation in taking decisions and work together with students and staff.

Alternate Representative University Board General Student Council - University of Puerto Rico in Aguadilla.

Student Representation of the General Student Council to University of Puerto Rico Board

Board of Directors Association of Sales and Marketing Executives Student Puerto Rico Chapter University of Puerto Rico, Aguadilla, Puerto Rico

Work together with the secretary and presidency on official documents. Support social events, fundraising, extracurricular activities.

Awards: Chapter of the year 2017 | 2018

Projects

Echoes of History - The Transformation

NSF AC3 STEM Center located at the Arecibo Observatory Historic District film. This short film aims to project to the audience the new science focus and brand of the well-known Arecibo Observatory. For this project:

- Script writing
- Coordinate with producer logistics
- Assist in production and recording

Professional Certificate - Continuing Education UPR Aguadilla

Develop a list of courses that can be implemented for students to have a professional certificate about digital marketing.

- Syllabus creation
- Audience identification
- Courses selection
- Writing the proposal

Interest

2015 - 2018 Teatro UPRAg team member

- Communications manager
- Actress
- Scene Manager
- Sound Manager

Languages

Spanish - Native

English - Professional Competence

Skills

- Applications: Office 365, Google, Adobe Creative Cloud, Audacity, In Shot, Teams, Zoom, Google Meet, Podcaster from Spotify, Canva.
- Platforms: Booking, Expedia, Airbnb, Google Ads, Facebook Ads, Wix, Blackboard, Canvas, Trello, Asana
- Public Speaking