

**BRAND + DIGITAL STRATEGY**

# JASMINE PARTIDA

## SPEAKER TOPICS

Embody your Brand

Community Engagement through Digital Strategy

The Simplicity of Socials for Nonprofits

Vice President, Women's March California

External Communications Manager, Women's March on Washington, 2017

Digital Strategist for the East Bay Regional Park District

Based in Sacramento, California, Jasmine Partida is a Brand Strategist, Activist, and Technology Expert, passionate about the empowerment of women and civic leadership. Her professional time has been spent working to advance individuals and companies as they bring their brands and narratives together. Whether it's through strategic public information campaigns, social media engagement, website redesigns, or timed news stories, Jasmine understands the challenges you face when growing your brand recognition and online presence. Using her impeccable technical skills and unique creativity, she combines branding and artistry to place individuals and companies far ahead of their competition.

As committed as Jasmine is in the technology field, she is the same in her advocacy. In November of 2016, she joined the Women's March on Washington. This allowed her to establish outreach and communication for over 300,000 marchers and 450 sister city organizers by originating email strategies and social media campaigns and overseeing 50 state Facebook accounts. Today, because of her dedicated work, Jasmine is co-founder and serves as Vice President of Women's March California, a 501 c(3) with thirteen chapters statewide. With over 150 leaders across the state and 100 events monthly, Women's March California continues to build on a women-led movement for civic engagement, voter education, and social justice.



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