

ARIANNA DE LA MANCHA

HEALTHY TEEN NETWORK

www.HealthyTeenNetwork.org • 619.746.1695 • Arianna@HealthyTeenNetwork.org

SKILLS & SUBJECT AREA EXPERTISE

With a natural eye for design along with a passion for inclusive, queer sex education, they bring a unique blend of creativity and expertise to nonprofit communications. They have experience building community engagement through copywriting, social media, graphic design, and email marketing across organizations within the adolescent sexual and reproductive field.

EDUCATION

SAN FRANCISCO STATE UNIVERSITY, SAN FRANCISCO, CA

BACHELOR OF ARTS, 2020

- Major in Sociology. Minor in Sexuality Studies. Graduated Magna Cum Laude

SOUTHWESTERN COLLEGE, SAN DIEGO, CA

ASSOCIATE OF ARTS, 2018

- Major in Sociology. Graduated Cum Laude.

PROFESSIONAL EXPERIENCE

COMMUNICATIONS DESIGNER

HEALTHY TEEN NETWORK, BALTIMORE, MD

2023 - PRESENT

Lead and execute integrated communications, marketing, and resource dissemination strategies across email, social media, and web. Develop and manage weekly newsletters, email marketing campaigns, social media content, and visual assets. Manage communications and marketing initiatives for Healthy Teen Network's annual national conference with 400+ attendees. Collaborate cross-functionally to manage competing priorities, evaluate campaign performance, and strengthen audience engagement and organizational visibility.

- Build and execute email marketing campaigns to promote resources, programs, events, and organizational initiatives.
- Monitor and evaluate social media and email analytics to assess engagement and inform communications strategies using platforms like Mailchimp, HubSpot, and Sprout Social.
- Conceptualize and develop graphics and digital assets using Adobe Creative Suite.
- Collaborate with internal teams, speakers, facilitators, exhibitors, and partners to coordinate conference messaging and content.

SPRING 2025 INTERN

ACCESS REPRODUCTIVE JUSTICE, OAKLAND, CA

APRIL 2025 – JULY 2025

Supported reproductive justice and public education efforts by assisting with client resource navigation, conducting community outreach, and developing accessible communications about federal and state abortion policies. Engaged directly with community members by sharing California-based reproductive health resources and distributing educational materials.

- Developed a social media campaign translating federal and state abortion policy updates into accessible information about impacts on Californians and opportunities for action.
- Researched and communicated emerging abortion policy developments to support public education, resource access, and reproductive justice advocacy.
- Shadowed Healthline staff to learn how clients are supported, assessed, and connected with reproductive health resources and services.



- Represented the organization at San Bernardino Pride, providing information on California-based reproductive health resources and distributing Plan B and educational resource guides.

DIGITAL MARKETING SPECIALIST

BLOOMI, OAKLAND, CA

MARCH 2021 – AUGUST 2023

Developed educational resources and digital content while managing social media calendars, email marketing campaigns, community engagement, and multi-channel copywriting. Implemented inclusive content strategies across social media, web, email, and blog platforms, contributing to an increase in community growth and internal sales.

- Created and managed social content calendar by diligently tracking, editing, and scheduling diverse content, including influencer videos, utilizing platforms such as Planoly, InShot, and Canva.
- Ensured prompt and proactive monitoring of social feed comments, direct messages, and inquiries to maintain a high level of engagement and responsiveness.
- Implemented inclusive language + content strategies and spearheaded copywriting efforts across various digital platforms, including social media channels, webpage product descriptions, blog articles, and ad hoc email marketing campaigns, resulting in a notable 55% open rate, a significant growth of over 60k social followers, an 18% increase in engagement rate, and boost in sales by 140%.
- Tracked sales growth and trends while engaging with online communities and answered sex education questions via website chat, social and product reviews.

PUBLICATIONS

De la Mancha, A. (2024, April). 5 queer sex ed resources by and for young people. *Healthy Teen Network*.
<https://www.healthyteennetwork.org>

De la Mancha, A. (2024, April). Everything you need to know about self-pleasure. *Them*. <https://www.them.us>

De la Mancha, A. (2023, July). How to explore roleplay with a partner. *Refinery29 Somos*.
<https://www.refinery29.com/somos>

De la Mancha, A. (2023, April). How do I talk about kinks with a new partner?. *Refinery29 Somos*.
<https://www.refinery29.com/somos>

De la Mancha, A. (2022, August). How to improve communication skills during intimacy. *Refinery29 Somos*.
<https://www.refinery29.com/somos>

De la Mancha, A. (2021). Safety guide to water-based and oil-based lubricants. *Bloomi*. <https://www.thebloomi.com>

TRAININGS & PRESENTATIONS

Healthy Teen Network. (2025, October 8). *Framing your message in today's tumultuous climates* [Conference presentation]. Healthy Teen Network Annual National Conference.

Healthy Teen Network. (2024, June 25–27). *Censorship, barriers, and wins when recruiting young people for virtual app interventions* [Conference presentation]. 2024WARD: Building Brighter Futures with Today's Youth Leaders.

Healthy Teen Network. (2024, August). *How do I prepare for a condom demonstration? Internal and external condom use steps* [E-learning session]. Sex Ed 101 for Educators.

All-Options. (2025, April). *Pregnancy options workshop* [Virtual workshop]. All-Options (formerly Backline).

Radically Intentional Sexuality Education. (2024, March). *The S.L.A.M. (Sexuality Liberators and Movers) Conference* [Virtual conference].



SERVICE

COMMUNITY MANAGEMENT INTERN

QUEER IN OAKLAND, OAKLAND, CA

APRIL 2025 – JULY 2025

- Proactively sought out and featured talented BIPOC queer and trans creatives, as well as curated virtual events, to foster inclusivity and diversity across social media platforms.
- Actively responded to social comments, direct messages, and mentions, nurturing a welcoming and supportive environment for open dialogue and connection.

SEXUAL HEALTH PROGRAM ASSISTANT

HEALTH, PROMOTION & WELLNESS, SAN FRANCISCO, CA

AUGUST 2019 – MAY 2020

- Distributed free safer sex supplies and designed digital resources for SFSU students.
- Delivered sexual health presentations and internal/external condom demonstrations that centered LGBTQ+ bodies and experiences for audiences ranging from 10-40 people across campus departments.
- Assisted the SF AIDS Foundation's HIV/STI mobile testing van by triaging, addressing concerns, and responding to inquiries related to sexually transmitted infections (STIs), Pre-Exposure Prophylaxis (PrEP), and HIV/STI testing services throughout the Bay area.

