

IMELDA OJEDA, MSW, MPA

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EDUCATION

ARIZONA STATE UNIVERSITY, Phoenix, Arizona

Masters of Public Administration, 2016

Masters of Social Work, 2015

B.S., Psychology, 2010

ACADEMIC EXPERIENCE

ARIZONA STATE UNIVERSITY, **School of Social Work** Phoenix, Arizona.

Academic Associate and Co-Instructor, 2017-Present.

Courses: SWG 533 Diversity and Oppression; SWG 501 Micro Human Behavior; SWG 540 Professional Experience; and SWU 411 Social Work Practice.

- Assist the lead instructor in grading assignments, quizzes, journal reflections, and assignments throughout the course.
- Communicate weekly with students regarding course progress, assignment reminders, and other announcements.
- Collaborate with the lead instructor to identify students falling behind or needing additional support.
- Conduct office hours as needed to provide direct support for students.
- Meet with students who request special accommodations and create a support plan.

RESEARCH INTEREST

- Social determinants of health among Latino/a/x immigrants in the U.S.
- Acculturation and assimilation practices.
- Economic mobility for immigrant families.
- Natural and social support networks.
- Educational outcomes of access to nutrition support programs in Latino households.
- Language and culture as protective factors against chronic conditions.

RESEARCH EXPERIENCE

ARIZONA STATE UNIVERSITY, Phoenix, Arizona

Graduate Research and Teaching Assistant, School of Social Work, 2015-2016

- Support research on cultural socialization practices among Latino immigrants.
- Data coding to identify themes.
- Transcribe interviews to identify trends for accuracy.
- Contributed to academic publications by assisting with literature reviews, data interpretation, and writing sections.
- Assisted with the development and presentation materials and conference posters to present research findings at academic and professional conferences.
- Assisted professor in reviewing and grading course assignments as needed.

ASU WEST, Glendale, Arizona,

Research Assistant, Cognitive and Vision Science Lab, 2008-2010

- Collaborate with the research team to organize and transcribe data.
- Support labs lead to administer computer-based assessments to study participants.
- Supporting necessary documentation such as consent forms, narratives and conference posters.
- Attend academic conferences and present findings during poster sessions.

PUBLICATIONS AND RESEARCH

- Cuskelly, K. & Ojeda, I. (2023). Online Opportunities for Community Action: Social Media as a Vehicle for Social Justice. In Wilkerson, D.A., & O'Sullivan, L., (Eds.). *Social work in an online world: A guide to digital practice* (pp117--142). NASW Press
- Ayón, C., Ojeda, I., & Ruano, E. (2018). Cultural socialization practices among Latino immigrant families within a restrictive immigration socio-political context. *Children and Youth Services Review*, 88, 57-65.
- Ojeda, I., & Ayón, C. Latino Parents and Culture Sharing: An Analysis of Practices and Barriers. National Latino/a Psychological Association (NLPA) 2016 Biennial Conference, Miami, FL, 10/16.
- Náñez, J.E., Sr., Reyes, C.R., Fabian, K., Ojeda, I. & Seitz, A. Effects of trial number difference on visual perceptual learning. Presented at the Annual Conference of the Western Psychological Association. Cancun, Quintana Roo, Mexico, 04/10.
- Reyes, C., Whiting, C., Ceric, B., Ceric, S., Fabian, K., Ojeda, I., Drury, T. & Náñez, J.E., Sr. Gender and ethnicity as related to macular pigment. Presented at the Annual Conference of the Western Psychological Association. Portland OR, 04/09.

PROFESSIONAL EXPERIENCE

SHARE OUR STRENGTH / NO KID HUNGRY CAMPAIGN, Remote, USA

Manager, Corporate Partnerships 2023- Present

- Manage and assist on the successful execution of revenue-generating partnerships with high-profile consumer brands.
- Supporting the development of partnership marketing and communications plans, reviewing and approving partnership collateral, managing engagement opportunities, participating in conference calls and partner summits, and refreshing research and insights on corporate partners.
- Oversee the full life-cycle of the partnership, including leading on renewals at the end of the contract period.

ALSAC / ST. JUDE CHILDREN'S RESEARCH HOSPITAL, Phoenix Arizona

Regional Development Director (Bilingual), 2019-2023

- Cultivated and generated revenue by managing, recruiting, and expanding volunteer, donor, and sponsorship efforts throughout Arizona and New Mexico.
- Maximized funds raised while increasing support to org by conducting multiple high-revenue special events for regional general and multicultural markets. Worked with and managed core event coordinators, committees, and partners to maximize revenue and grow events.
- Researched and explored market demographics and local economy and connected with individuals of influence in each specific market to fully elevate the org's core brand.

PHOENIX CITY COUNCIL DISTRICT 5 COUNCILWOMAN GUEVARA, Phoenix, Arizona

Council Aide, 2018-2019

- Planned, organized, and executed community outreach events and strategies.
- Attended city council meetings, briefings, and subcommittees.
- Maintained a database of citizen inquiries and complaints. Conducted research and assisted with drafting communication.

CITY OF TEMPE SOCIAL SERVICES, Tempe, Arizona

Intervention Counselor, 2017-2018

- Provided and fostered consultation with district high schools regarding school-based prevention programming, coordination planning, and organization as requested.
- Led "in-service training" to teachers-administrators regarding substance abuse and prevention issues within the school environment. Implemented social support and life skills training in personal growth curriculum using appropriate resources.

EAST VALLEY HISPANIC CHAMBER OF COMMERCE, Mesa, Arizona

Executive Program Developer-Executive Assistant, 2016-2018

- Explored grant opportunities for program sustainability. Managed grant writing and application.

- Led and facilitated the development, implementation, and monitoring of community programs, including STEAM, Minority, and Women Business Directory, and signature events.
- Networked and established relationships with community groups to support the organization's core initiatives and missions. Worked under the leadership of the executive director.

UMOM NEW DAY CENTERS, Phoenix, AZ

Resident Support Specialist Aug 2015 – August 2016

- Work with families in the permanent supportive housing program to identify barriers to maintaining permanent housing. Assess functional and social need of clients to develop, implement and monitor service plans leading to an increased level of independent living. Determine and access appropriate community, state, federal health and social resources.

THE AMERICAN ACADEMY OF PEDIATRICS AZ CHAPTER | Phoenix, AZ

Care Coordinator Feb 2012- April 2015

- Conducted assessments and developed individual plans with specific objectives, goals, and actions to meet identified needs. Services coordination for children with special health care needs.
- Utilized parent education and advocacy including AZEIP, DDD, IEP, CRS, and ALTCS to perform individual and organizational work. Increased communication within the health care team while focusing on family strengths and needs

SOUTHWEST NETWORK AT MOUNTAIN PARK CO-LOCATION, Phoenix, AZ

High Needs Case Manager Feb 2011- Feb 2012

- Facilitated child and family team meetings and strategic planning process to meet youth and family needs. Conducted in-home/school observations for 0-5 youth as part of 45 days protracted assessment. Worked with family to achieve independence and self-efficacy, providing community-based services

ENTREPRENEURIAL EXPERIENCE

Independent Contractor and Freelance Consulting 2015- Present

- Managed qualitative and quantitative analysis projects.
- Developed and implemented comprehensive assessment tools with measurable variables.
- Facilitated and completed program evaluation, data analysis, community needs assessment, and fundraising programs.
- Development of program curriculum in Spanish and English for diverse audiences.
- Public and media relations including online platforms, television, radio, and printed media.

Podcast Founder and Co-Host – Social Worker's Break Room, 2020- Present

Online podcast on all major platforms with over 120,000 downloads. A podcast show with a mix of personal experiences, guest interviews, trending topics, and all the unspoken truths of social work.

- Research and develop topics that are relevant and appropriate.
- Develop episode content and scripts for co-hosts and guests.
- Network and recruitment of fellow social workers and service professionals as guest speakers.
- Social media content creation, editing, and management.
- Customer support for listeners.
- Seek funding and collaboration opportunities.

FELLOWSHIPS AND INTERNSHIPS

EMPOWER INTERNATIONAL: **Social Work Cultural Immersion Fellowships**, Eastern Europe 2019, Scandinavia 2018, Ireland 2016, and the Netherlands 2015

HEAD TO TOE THERAPY, Phoenix, Arizona, **MSW Intern** 2014-2015

CHICANOS POR LA CAUSA, Phoenix, Arizona, **Counselor-Intern**, 2013-2014

PROFESSIONAL DEVELOPMENT

Sanford Fundraising Academy – Class of 2020
Ready to Lead Fellow – New American Leaders Cohort 2018
Outstanding Graduate Student – College of Public Service and Community Solutions ASU Class of 2016
Emerge - Class of 2016
Children's Action Alliance Leadership Academy - Class of 2015
Hispanic Leadership Institute Valle del Sol - Class of 2014
Gabe Zimmerman Scholarship recipient – August 2014
Spirit of Service Scholar, Watts College of Public Service and Community Solutions- Cohort 2014 - 2015

COMMUNITY INVOLVEMENT

Board President, *Phoenix Allies for Community Health*, 2021-2024
Leadership Team Member, Latinx Therapists Action Network, 2018 – Present
Board Member, ASU Latino Alumni Association Los Diablos, 2019- 2023
President Phi Alpha Honor Society, *ASU School of Social Work* 2014-2016
President, *Macro Social Work Student Network*, ASU School of Social Work 2013-2014