

Ariana Matos, MPH, CHES

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[LinkedIn](#) | [Portfolio](#)

Education

Vanderbilt University School of Medicine

Nashville, TN

Master of Public Health Global Health Track, May 2025

Concentration: Leadership & Management, GPA: 3.8

- Leadership: Vice President of Public Health Student Association, ASPPH Student Ambassador
- Certifications: Certified Health Education Specialist (CHES), IBM Enterprise Design Thinking Co-Creator
- Awards: Levi Watkin's Jr. Health Equity Winner

Northeastern University

Boston, MA

Bachelor of Arts, Communications, May 2021

Concentration: Strategic Health Communications, GPA 3.8

- Leadership: Development Chair of Strong Women Strong Girls
- Award: Lambda Pi Eta (Top academic award offered by the school)

Experience

Summer 2025

HCA Healthcare | *Community Engagement Research Fellow*

Nashville, TN

- Manage grants for \$7.5M funds distributed to HCA markets across the country for community activations.
- Assist with impact measurement evaluation of grant programs and focus areas.
- Benchmark corporate foundations for strategic growth of grant portfolio and national partnership collaboration.

2024 – 2025

Owen School of Management Center for Social Ventures | *Graduate Associate*

Nashville, TN

- Coordinated programming including international consulting projects and local social impact immersions.
- Budgeted for multiple projects aligned with center strategy
- Planned sustainability conference of 100 attendees including promotion, coordination of speakers, design of multimedia, and managing various vendors.

2024 – 2025

Homeland Heart Birth & Wellness Collective | *Strategic Initiatives Consultant*

Nashville, TN

- Strategized research, planning and design of Spanish speaking community health worker training program.
- Synthesized qualitative and quantitative data to assess Latina specific maternal health disparities.
- Built partnerships with local organizations for future trainee recruitment channels.

2023 – 2024

Monroe Carell Jr. Children's Hospital at Vanderbilt | *Graduate Research Coordinator*

Nashville, TN

- Implemented a community based, randomized control trial aimed at reducing obesity among Latinos.
- Recruited, collected data, and led nutrition classes for over 100 participants.
- Created a health equity workforce development training to improve participant retention and engagement.

2022 – 2023

FINN Partners | *Account Executive*

Nashville, TN

- Managed crisis communications and media relations for five health care clients.
- Won new business by responding to RFPs, and building out pitch decks.
- Positioned clients as innovative "thought leaders" through social media and editorial placements.

2021 – 2022

Planned Parenthood League of Massachusetts | *Bilingual Marketing & Brand Associate*

Boston, MA

- Instituted a culturally relevant brand expanding the clinic's reach to Latino patients.
- Increased brand awareness by 200% through traditional and digital campaigns targeting patients and donors.
- Designed print, digital, SEO content for statewide marketing efforts.

2020 – 2021

Ogilvy | *Healthcare Communications Co-op*

Boston, MA

- Vetted influencers for client social media campaigns and ad placements.
- Operated the agency's social media presence on LinkedIn, Instagram, and X.

Skills & Expertise

- Language: Native Spanish speaker
- Software: RedCap, STATA, SPSS, NodeXL, Microsoft Office
- Creative: Canva, MyEmma, Figma, self-taught audio engineer, owner of Etsy shop selling hand-made items