

February 20th, 2026

Hiring Manager
Senior Director of Marketing & Communications
Urban Resource Institute
New York, NY

Dear Hiring Manager,

I would like to submit my application for the Director of Marketing & Branding position at URI. The survivor-centered, trauma-informed mission to break cycles of domestic violence, homelessness, poverty, and trauma aligns directly with the through-line of my almost 10 year career: wielding strategy, storytelling, and ecosystem—ostensive critical causes—at the forefront of stakeholder & public attention alike.

Early in my career, I served as a creative and strategic partner to Nordic PR agencies and international brands, where thereafter I coupled my marketing expertise within the domains of public policy, climate decisions, and access to basic security. This civic focus has led me into projects tied to national climate plans, circular economy initiatives, and city strategies where communications were found inseparable regulation, funding, and impact. My work has included guiding executive teams through complex media environments, stewarding brand integrity across channels, and using data and analytics to continuously improve performance and user experience.

A core theme in my experience is positioning issues of public interest at the forefront of brand and media narratives. I have helped frame climate, equity, and civictch initiatives in ways that resonate with communities and decision-makers, translating technical or policy-heavy material into accessible language and compelling stories. In practice, this has meant owning both strategy and performance: defining goals, setting KPIs, analyzing what content and experiences work, and iterating quickly while staying grounded in organizational mission, vision, and values.

Across roles, I have strengthened organizations through clear communication, structured project execution, and data-grounded insight generation. I bring experience with generative AI, SQL, Tableau, Python, and mixed-method analysis, synthesizing complex information into distilled reviews: visual & narrative, anent strategic overtures for senior leadership.

I welcome the opportunity to discuss how I can support URI in strengthening its brand, deepening engagement, and advancing its survivor-centered, trauma-informed mission across all platforms. Thank you for your consideration.

Sincerely,
Frances Daniel Juárez

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