

COMMUNICATIONS · STRATEGY ·
STORY · MEDIA

The *Port- folio.*

Finding the human in every story.



EXPERTISE

- STORYTELLER
- STRATEGIST
- ON-CAMERA TALENT
- MEDIA RELATIONS
- HOSTING & REPORTING
- MEDIA OPERATIONS
- COMMUNITY BUILDER

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JANVIOZA.COM

Award-Winning Storytelling & Strategic Communications

Cross Creek Ranch Community of the Year (2026) Role: Communications Manager & Lead Storyteller

Skills Demonstrated

Strategic Storytelling, Narrative Development, Brand Strategy, Executive Communications, Community Engagement

Objective:

Developed the narrative and award submission strategy for Cross Creek Ranch's Community of the Year application, transforming community operations, resident engagement, governance, financial performance, and brand identity into a compelling story for judges.

Highlights included:

- 86% reduction in homeowner delinquencies
- Balanced budget with \$341,000 surplus for future improvements
- Major resident events attracting up to 2,000 attendees
- Educational governance and HOA literacy communication initiatives

Storytelling Approach:

Created a narrative framework centered around Cross Creek Ranch's "Naturehood" brand, demonstrating how:

- Community amenities supported wellness and connection
- Resident programming fostered belonging
- Governance and education built trust
- Financial stewardship protected long-term value
- Operations reinforced brand identity every day

Rather than presenting metrics alone, the submission connected data to resident experience and community impact.

Results: Community of the Year Winner

[CLICK HERE TO VIEW THE SUBMISSION PAGE](#)



Digital Storytelling

Smartwebs Reservation System Implementation

Skills Demonstrated

Strategic Storytelling, Narrative Development, Brand Strategy, Executive Communications, Community Engagement

Objective:

Supported the rollout of a community-wide digital modernization initiative through the implementation of a new reservation platform, Smartwebs, with a focus on resident communications, adoption strategy, and experience perception.

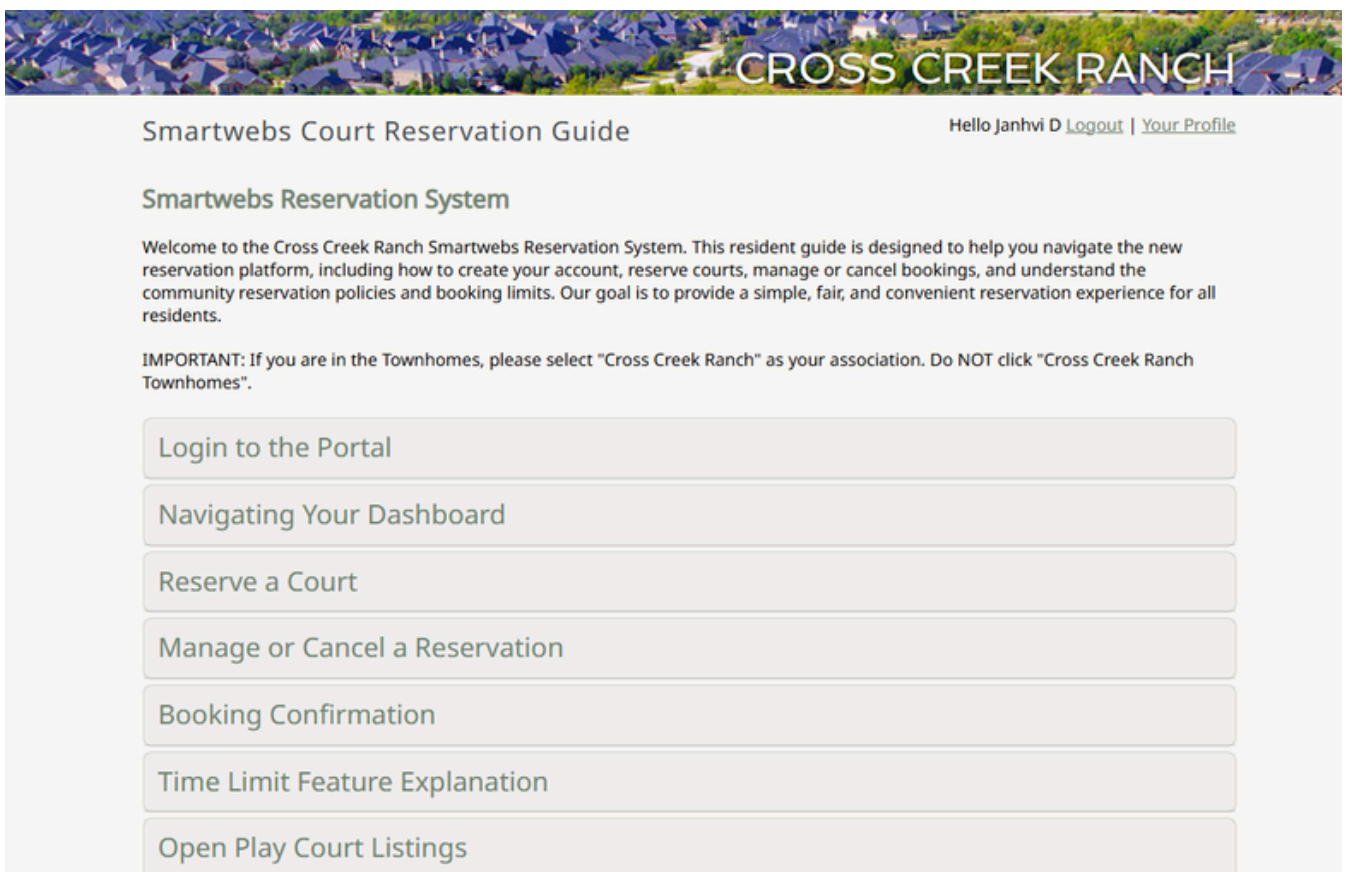
This initiative was not only a systems upgrade, but also a public-facing transformation of how residents interact with community amenities, requiring clear messaging, consistent communication, and trust-building throughout the transition.

Narrative Outcome

This initiative contributed to a broader perception shift toward a more modern, transparent, and resident-focused community experience—strengthening trust in operational systems and improving overall engagement with digital services.

Communications Strategy Focus

- Developed and supported messaging around a major operational change impacting all residents
- Translated a technical system transition into clear, resident-friendly communication
- Reinforced transparency and fairness in amenity access through consistent public messaging
- Supported adoption through multi-channel communication touchpoints (email, announcements, resident guidance)



HOA Financial Literacy Series: Turning HOA Topics into Education



OBJECTIVE

Develop and launch an ongoing resident education initiative designed to increase transparency, improve understanding of HOA operations, and strengthen community engagement.

The HOA Financial Literacy Series was created to simplify complex topics—including budgeting, reserve funding, assessments, architectural guidelines, and community investments—through accessible, resident-focused content delivered weekly through newsletters and the community website.



MY ROLE

As the creator and lead strategist for the HOA Financial Literacy Series, I developed the overall concept, content strategy, and editorial calendar for the initiative. I researched topics, wrote weekly articles, coordinated newsletter distribution, published content to the community website, and ensured all communications aligned with the association's commitment to transparency and resident engagement.

The series evolved into a trusted educational resource that continues to help residents better understand the value, operations, and governance of their community.



NARRATIVE OUTCOME

The HOA Financial Literacy Series transformed routine HOA communications into an ongoing educational platform that empowered residents with knowledge and context about their community. By breaking down complex financial and operational topics into clear, engaging content, the initiative increased transparency, supported informed decision-making, and fostered greater trust between residents and the association. The series established a growing library of educational resources that residents can reference year-round, reinforcing Cross Creek Ranch's commitment to communication, accountability, and community engagement.



SERIES SPOTLIGHT

Published as a weekly feature in the community newsletter and on the website, the HOA Financial Literacy Series covers a wide range of topics that impact everyday community life, including annual budgeting, reserve funds, assessments, capital improvements, architectural guidelines, amenities, governing documents, and long-term planning.

Each article is designed to make HOA operations easier to understand while helping residents feel informed, engaged, and connected to the community.



READ MY WORK

CONMEBOL Copa America

Objective

The communications challenge wasn't just reach. It was relevance, across languages, cultures, and fan bases that don't all consume content the same way.

What I Did

I contributed to the social media content operation for this tournament. But the work I'm most proud of is this: we identified that our fans needed more than a feed, they needed a home base. So we launched a WhatsApp channel to deliver live text updates, immediate reactions, photos, and celebrations directly to fans in real time. Our focus during time was to be deadline-driven, high-stakes publishing where accuracy and speed both mattered.

Why It Mattered

That number is a proof of concept. It means we read our audience correctly, chose the right platform, and built something fans actually wanted. In a tournament defined by passion and global stakes, meeting fans where they already were wasn't a nice-to-have. It was the whole job.


For mission-driven organizations looking to reach communities that are often underserved by traditional media, this is the kind of audience intuition that translates.

Skills Demonstrated

Audience Growth Strategy · Multilingual Communications · Real-Time Storytelling

CONMEBOL Copa America

2.4 million subscribers in under a week. Here's the content that built it.



CONMEBOL Copa Amér...
2.4M followers

LOS MEJORES DE ARGENTINA 🥺

Cuatro jugadores del equipo de Lionel Scaloni dieron que hablar en lo que va de este certamen

<https://copaamerica.com/es/novedad/es/mejores-jugadores-argentina-copa-america-2024-lautaro-dibu-alexis-isandro>

4:43 PM

4K likes



copaamerica and fcseleccion
Original audio

copaamerica Qué calidosos, mostros

marceloantoniosotelovaldes Desde Chile. Felicitaciones

adribre Lucho, es un talento y además musical!!

luissalazarpelicano

301,321 likes
June 24

Log in to like or comment.



copaamerica and daniel.chitiva
Original audio

copaamerica Marcelo es de México, tiene 10 años y un gran sueño


marouan_00m CR7 es el mejor siiiuuuuu

eliasidrissioudghiri Marcelo agachato y concelo

avendanohenry805 Sólo Portugal gas esa camiseta de argentina

18,682 likes
July 4

Log in to like or comment.



copaamerica and daniel.chitiva
Original audio

copaamerica Cabezazo letal

marvelous_99 See how wild the fan roar

qvs_do_lucas Opa tudo certo, se arruma que tamo indo te pegar pra levar em POA

anibaleithor_4.0 La alegría que nos dió la sele no tiene precio

83,813 likes
June 24

Log in to like or comment.

Houston Texans

Objective

The Houston Texans' digital presence is a real-time storytelling engine that runs on gameday, on draft day, and every day in between. My role on the digital team meant that when something happened, I made sure fans were able to consume the content as soon as possible.

What I Did

I managed the content infrastructure behind one of the NFL's most active digital platforms; building out pages, uploading and replacing gameday photography, and maintaining the visual and editorial standards fans expect from an NFL team. I also built the Partnerships page from the ground up, translating sponsor relationships into a clean, navigable fan-facing experience.

This work was deadline-driven, high-stakes publishing where accuracy and speed both mattered. A wrong photo or broken link on gameday is never an option.

Why It Mattered

In professional sports, the digital experience is the brand for the 99% of fans who never set foot in the stadium. Every gallery I uploaded, every page I built, every piece of content I published was someone's connection to their team.

Skills Demonstrated

Digital Content Management · Web Publishing · Deadline-Driven Editing · Stakeholder Communications · Brand Consistency

The page I built for our Partnerships team:

<https://www.houstontexans.com/partnership/>

Houston Texans Photo Galleries

Houston Texans 2023 NFL Draft Class
Check out the best photos from the 2023 Houston Texans Draft Class.



1 / 52



Texans QB C.J. Stroud in college | 2023 NFL Draft
Check out Texans QB C.J. Stroud during his college career.



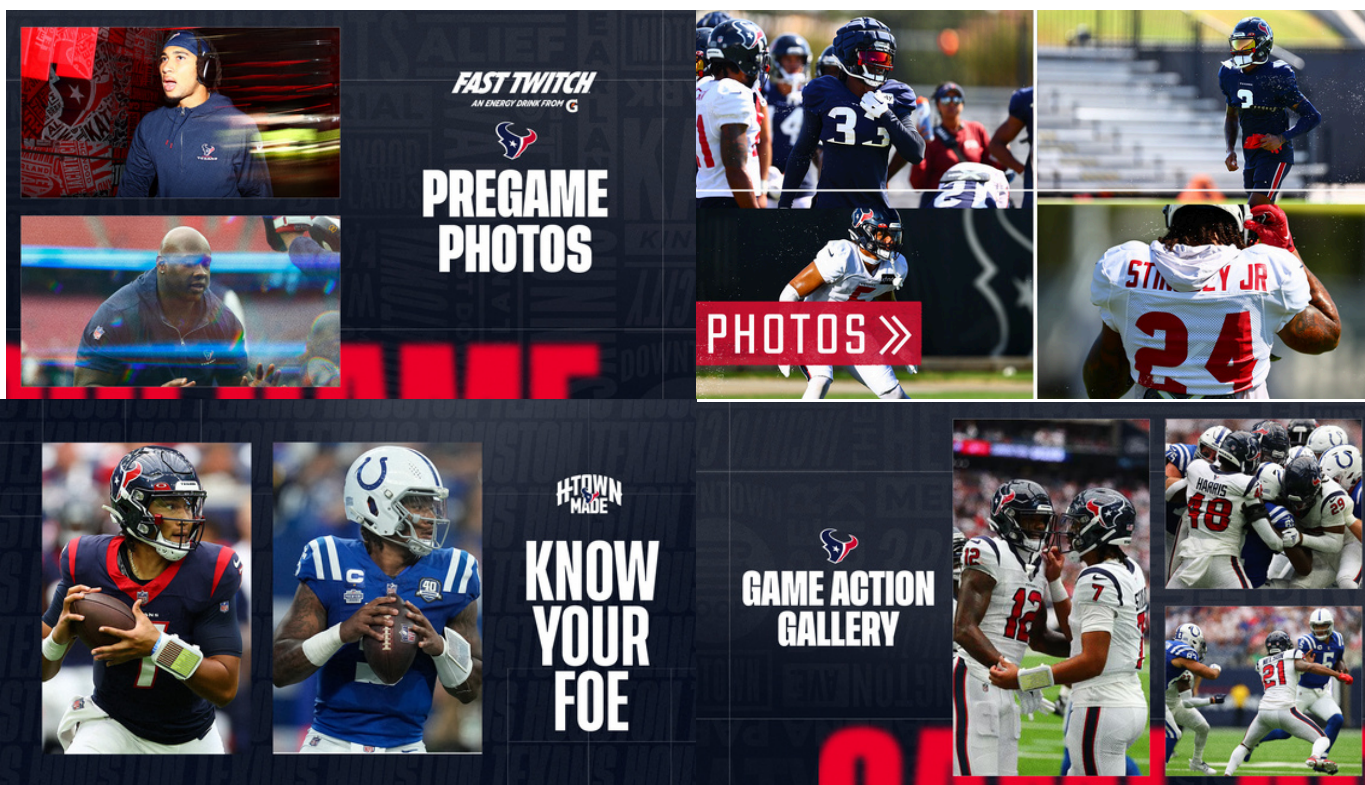
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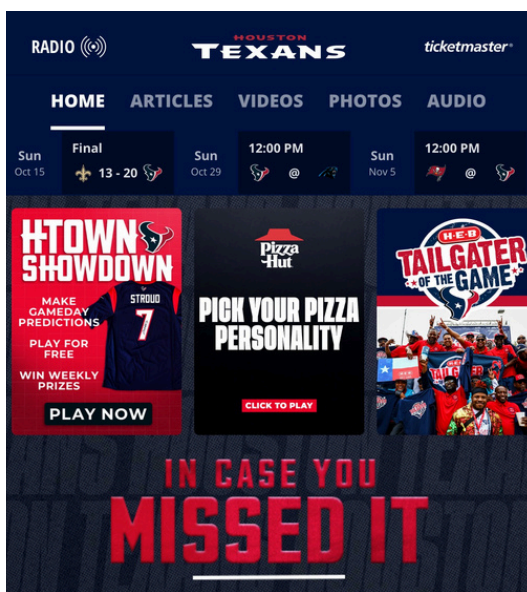
<https://www.houstontexans.com/photos/houston-texans-2023-nfl-draft-class#26981cee-3ea7-470a-bc5f-7b6117d18add>

<https://www.houstontexans.com/photos/texans-qb-c-j-stroud-in-college-2023-nfl-draft#fb13cb76-d0e4-4dcc-8382-49f073f00dee>

Gameday Uploads: Replacing text and photos for appropriate content



Houston Texans App

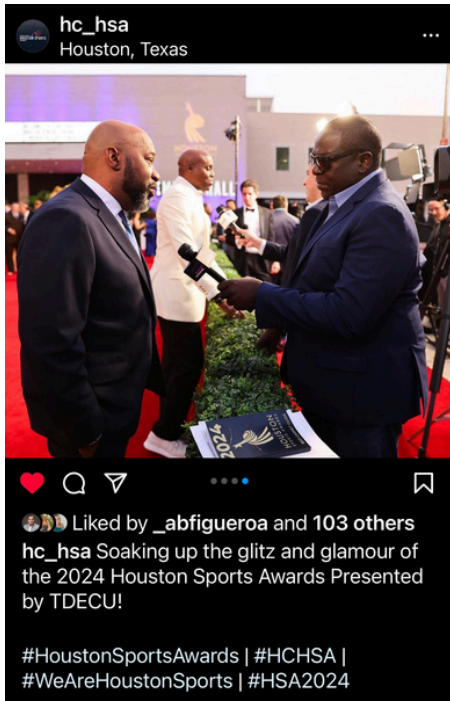


The Texans app puts the full fan experience in one place. From breaking news and game highlights to tickets and an interactive gameday prediction game, H-Town Showdown.

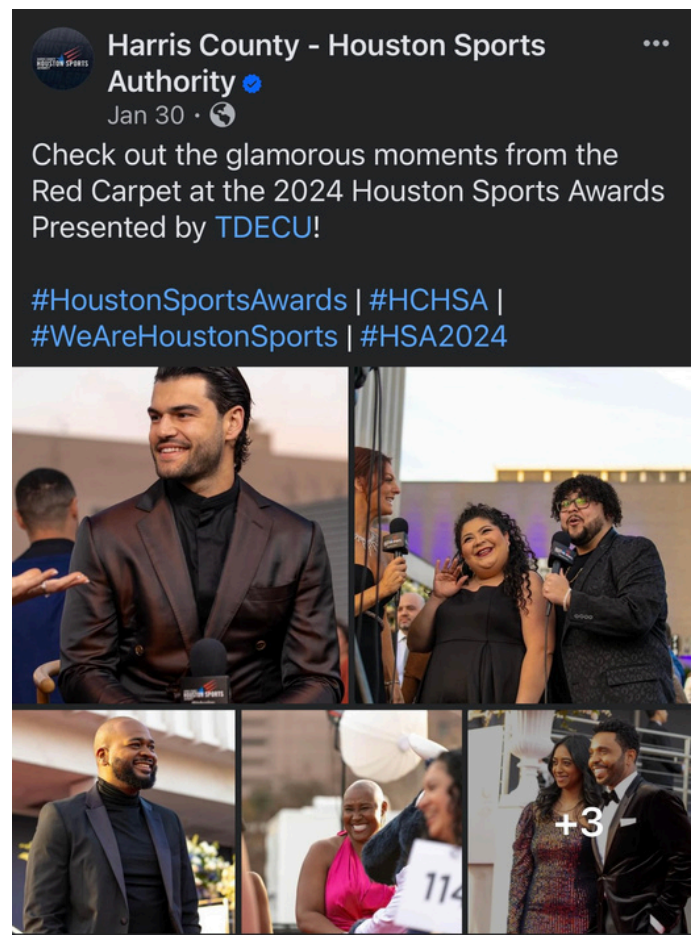
Social Media Content Creation

Harris County Houston Sports Authority

When Houston hosted the 2024 CFP National Championship, someone had to make sure the city showed up online the way it showed up in the city. That was me. I managed HCHSA's Instagram, X, and Facebook accounts across championship weekend — and handled every single Story for the CFP. Here's a few work pieces:



Check out this video I made: [Sports Awards Red Carpet Q&A](#)



Press Releases

MATCH RECAP: Houston Dynamo FC defeat Austin FC



Houston Dynamo FC
Houston Dynamo FC defeat Austin FC 1-0 to set Club record for single-season road wins

MATCH RECAP
HOUSTON AT AUSTIN

Saturday, Sep 21, 2024, 10:56 PM

AUSTIN (Sept. 21, 2024) – Houston Dynamo FC defeated in-state rivals Austin FC 1-0 tonight to earn their eighth road win of the season and set a single-season Club record. The victory also marked Houston's first win at Q2 Stadium, earning three crucial points in their push for the Audi 2024 MLS Cup Playoffs.

The Dynamo are now undefeated in 14 of their last 16 MLS matches, while finding the back of the net 30 times over that stretch. Houston remains in the heart of playoff contention with four league matches remaining this season, including two at home and two versus Western Conference opponents above the playoff line. The Dynamo are looking to make the playoffs in consecutive seasons for the first time since 2013.



Related Stories

RELEASE: Franco Escobar and Ezequiel Ponce named to Team of the Matchday MLS

Tuesday, Sep 3, 2024, 01:01 PM

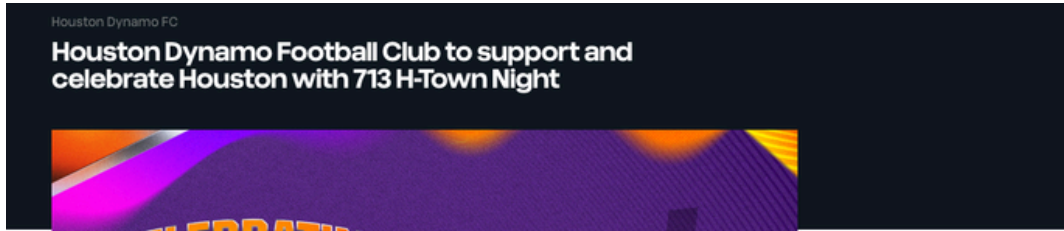


HOUSTON (Sept. 3, 2024) – Houston Dynamo FC forward **Ezequiel Ponce** and defender **Franco Escobar** were named to the **MLSSoccer.com Team of the Matchday** roster for Matchday 30, the league announced today. These selections mark Ponce's first appearance of the season and Escobar's third selection for this award.

The Dynamo earned three key points in their push to secure a playoff berth on Saturday night with a 2-0 victory on the road over LAFC. Ponce and winger **Lawrence Ennali** scored for the Dynamo as the team earned its seventh road victory of the season.

Press Releases

RELEASE: HDFC to celebrate 713 Night



Thursday, Jul 11, 2024, 02:48 PM



HOUSTON (July 11, 2024) – Houston Dynamo Football Club (HDFC) today announced its plans to support and celebrate Houston with a 713 H-Town Night at **Shell Energy Stadium** when the Dynamo host Minnesota United FC on Saturday, July 13.

Building upon this season's new purple Still Holdin' alternate jersey, the organization will celebrate what makes Houston great, anchored in the unique sights and sounds of Houston culture, while driving support for Houstonians through hurricane relief efforts. A moment of silence will precede the match in remembrance of the victims of Hurricane Beryl.



MATCH RECAP: Houston Dynamo at Atlanta United



Houston Dynamo FC earn a draw 2-2 on the road against Atlanta United FC | Houston Dynamo

ATLANTA (June 15, 2024) – Houston Dynamo FC earned a 2-2 draw on the road against Atlanta United FC at Mercedes-Benz Stadium with goals from Franco Escobar and Latif Blessing. Defender Franco Escobar gave Houston the lead in th...

Houston Dynamo FC

Newsletter Examples:

PAINTING THE TOWN

The [Houston Loves Teachers Mural Project](#) is a unique collaborative opportunity that allows 11 local artists to give back to various fine arts programs across Greater Houston area school districts, for teachers to lead an experiential lesson, and for students to gain mentorship and experience on a high visibility project. Several artists began production on their murals in late November and stay tuned for an exciting reveal for many of those on December 19!



REP THE TEXANS TO WIN

Today is **TEXANS FRIDAY!**



Gear up in Texans merch, post on your social channels, and tag @HoustonTexans for a chance to win autographed Texans items and (4) Club Tickets and (1) Parking Pass to the Texans playoff game this Saturday! **Posts must be made TODAY and should be public to officially enter.**

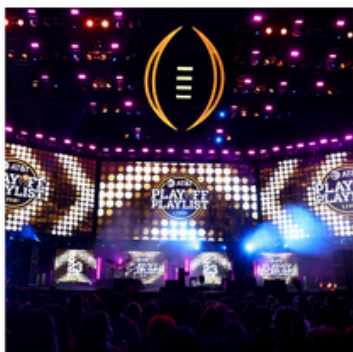


ENJOY FREE EVENTS ALL WEEKEND LONG!

CFP National Championship weekend has something for everyone, including a pair of amazing experiences that are **FREE** and fun for the whole family!

On Friday, Saturday and Sunday, head downtown to the George R. Brown Convention Center and enjoy [Playoff Fan Central](#), a college football extravaganza that features everything from the national championship trophy to live performances by the two school bands to a zip line to a 40-yard dash. And did we mention there are puppies?!? Click [HERE](#) for hours and details.

Each night of CFP National Championship weekend, enjoy **FREE** concerts at Shell Energy Stadium as part of [AT&T Playoff Playlist Live!](#) Friday's show features KIDZ BOP; Saturday is all about hip-hop with Paul Russell, 2 Chainz, Latto and Jack Harlow; and Sunday features a trio of country stars: Megan Moroney, Jake Owen and Jon Pardi. Click [HERE](#) to register and download your QR code to claim your free tickets!



IT'S OFFICIAL

[The Houston Texans announced](#) the signing of DE Danielle Hunter, the acquisition of RB Joe Mixon through a trade, and a number of other signings over the last two days.

"A dawg like Hunter, a dude off the edge that can just mess up somebody's day on the other side of Will Anderson... and all of these guys that we got, it's crazy to think that I'm in the back end playing with them," S Jalen Pitre said when he heard the news. "It's a dream come true. I'm excited."

Hunter, Mixon, and a Texans offense led by C.J. Stroud will be aiming for another playoff run this season. To get your favorite seat for every game, make an appointment with a Season Ticket Expert today.

Hear from [Joe Mixon](#) and [Danielle Hunter](#) on their first day as Texans.

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