



**Division of Student Learning and Academic Success
College of Undergraduate Studies**

Advisory Board



Clara Lenis

Senior Corporate Communications Coordinator
OUC (Orlando Utilities Commission)

Clara Lenis was born and raised in Colombia and later moved to the United States in 2001 with her parents. She graduated from Winter Park High School and eventually finished a Bachelor's degree in Interpersonal Organizational Communication from University of Central Florida in 2012.

As an immigrant she held different jobs to support her education and after graduating she joined Capital Communications, a PR firm in Orlando. After holding a couple of positions in three different social media agencies, she joined Entravision Communications in 2015 as a marketing and sales coordinator.

Her impetus and bicultural expertise helped her land a position within the company as a Multimedia Writer and Producer for Univision Orlando and Univision Tampa in 2016, where she expanded its audience online within months of joining the team.

After just a year of producing local content, she was promoted to National Content Editor for Entravision's online news brand, NoticiasYa.com. During this time she led and managed a team of 25 writers throughout 21 markets in the United States launching and expanding this brand to almost 7 million readers per month. Thanks to her efforts and vision, she was awarded an Emmy in 2018 for the online coverage of hurricane Irma.

She was later promoted to Digital Content Director for NoticiasYa and kept the operation reaching a wider Hispanic audience. Her latest role at Entravision was the leader of Branded Content, where she applied her digital content creation expertise to expand its client's customers and lead generation through informative and educational sponsored content.

After 6 years in the media industry, Clara Lenis took a big leap in her career and joined OUC, Orlando Utilities Commission, as a Senior Corporate Communications Coordinator to guide its internal and external communications in both, English and Spanish.

She lives in Winter Springs, Florida with her husband, the engineer Juan Cruz, her daughter Penelope Cruz-Lenis and their dog, Pepe.