



Meet the MarComm Team



Audrey Heman

Title:
Community Impact Coordinator

When did I join the YMCA of Central New York?
December 2024

Contact Info:
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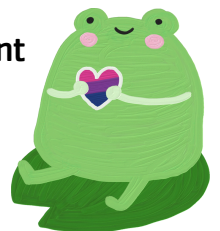
Pronouns:
she/her



What Do I Do



- Support engagement and fundraising strategies that help the Y grow its reach and impact.
- Amplify the Y's voice by managing social media channels and tracking data to show how our work makes a difference.
- Bring our story to life through content development and social media schedules.
- Lift up community voices by seeking out powerful Y stories and sharing them in multiple formats across our platforms.
- Keep members informed by curating the monthly Association Newsletter.
- Highlight impact in action by visiting branches and attending events, capturing stories and images that inspire and engage.
- Keep projects moving forward by supporting MarComm project management and QT engagement efforts across the association.



Likes



- Video Games (especially Baldur's Gate 3!)
- Dungeons & Dragons (TTRPG)
- Drawing & collecting
- My two orange cats Oliver & Luna
- Favorite color: purple



Dislikes

- Not using the MarComm Upload Form (in most cases)
- Lack of inclusivity and open-mindedness



What I love about the Y

Seeing the impact the Y has on staff, our members, and within our local community is such a wonderful thing to experience!



My Goals

- Be a resource for branches to take photos, gathering stories and any other marketing needs
- Continue to increase our social media presence for our organization