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FOR IMMEDIATE RELEASE

Texas Wesleyan University expands promotional efforts through new events coordinator and senior writer positions

FORT WORTH, March 30 – Texas Wesleyan University is expanding its promotional efforts by hiring an activities and events coordinator and a senior writer. These new positions will allow Wesleyan to offer constituents more activities and promote the University more effectively.

Natalie Renteria, of Burleson, Texas, was hired as the activities and events coordinator in the office of advancement, and Krista Snyder, of Lewisville, Texas, was hired as senior writer in the office of communications.

Renteria joins Texas Wesleyan from the career and employment services office at Tarrant County College where she managed and organized student activities and events and assisted in Web development and management. While at TCC, Renteria served on the committee for a weekend program honoring Martin Luther King Jr. She also assisted college students and community members with job searches by matching perspective employers and employees. During her time at TCC, Renteria also worked as promotional assistant at the radio station KSCS, where she was responsible for all forms of promotion, including event organization, direct mail and advertising.

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Snyder joins the Wesleyan family from Plano Symphony Orchestra, where she held the position of marketing and education manager, responsible for marketing, promotions, public relations and education programs. Prior to her work with the Symphony, Snyder worked at Austin College as assistant to the director of development. A 2002 graduate of the College, Snyder earned a bachelor of arts in communication arts with an emphasis in journalism, and she gained experience in higher education as a work-study student in the following departments: alumni, college relations and development.

As senior writer, Snyder develops and coordinates, with supervision from the director of communications, all of the department's writing and editing projects, including news releases, feature stories and copy for internal publications. She also serves as a liaison between the office of communications and the University's webmaster, oversees the communications assistants and coordinates media relations.

Snyder is the daughter of Joseph and Mary Snyder of New Braunfels, Texas. Her hobbies include reading, hiking and spending time with her fiancé, Brian Simmons.

Renteria, as the activities and events coordinator, is responsible for planning and coordinating all alumni and advancement activities, events and programs. Other duties include assisting with the Wesleyan alumni magazine and updating and maintaining alumni records and the alumni and advancement pages on the University Web site.

Renteria is the daughter of Roy and Yolanda Renteria of Burleson, Texas. She is currently studying public relations at Texas Wesleyan. In her spare time, Renteria plays second base for a slow-pitch softball team in Fort Worth.

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