

**Gisele McAuliffe**

Alexandria, VA

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## **PUBLIC INTEREST COMMUNICATOR**

### **CORE COMPETENCIES**

Results-driven Strategic Communications \* Team Leadership \* Writing \* Storytelling & Story Banking  
Policy Advocacy \* Stakeholder Engagement \* Media Relations \* Training & Capacity Building

### **SUMMARY**

Public interest communications expert with broad experience developing strategic initiatives that achieve organizational objectives, influence public policy, and build stakeholder engagement across global, national, and community platforms. Recognized for innovative problem-solving, creative storytelling, project leadership, and a deep commitment to positive social change.

Led campaigns in public health, climate change, wilderness protection, disaster response, and international development. Skilled at building strategy from the ground up, managing teams, capacity building, and delivering media and public engagement that drives mission-aligned results.

- Created advocacy communications framework resulting in \$265M+ in philanthropic investment.
- Designed storytelling project reaching over 6 million.
- Created and led communications “Rapid Response Team” for American Red Cross Disaster Services.
- Received 12+ recognition testimonials from nonprofit agencies.

### **PROFESSIONAL EXPERIENCE**

#### **Online Adjunct Professor & Research Insights Writer**

**January 2024 - present**

University of Florida, College of Journalism and Communications

- Design and deliver undergraduate curriculum in public interest communications. Guide students through research-informed strategies to promote equity, environmental justice, and public health.
- Create academic research report summaries that are accessible to the average reader examining journalism and communications issues.

#### **Principal Communications Consultant 2024**

**December 2001 – December**

Bigger Impact, Alexandria, VA

Partnered with foundations, NGOs, and think tanks to enhance voice, visibility, and influence. Selected projects include:

- Advocacy Strategy – Developed a communications plan for the Private Equity Stakeholder Project focused on financial transparency.
- Global Health – Directed an advocacy framework for the Gates Foundation that shaped \$265M in sanitation and water access grants across Africa and Asia.

## **Principal Communications Consultant experience continued :**

- International Development – Built a U.S.–Nigeria communications strategy for the Niger Delta Partnership Initiative Foundation, generating 6M+ online engagements and \$92M in new investment.
- Environmental Policy & Fundraising – Created UN showcase event for the Center for Clean Air Policy think tank, resulting in international policy endorsement and \$200K in funding
- Training – Designed and led strategic communications planning program for World Wildlife Fund's Regenerative Food Systems Program.
- Media Relations – Strengthened Families USA's news visibility and performance through qualitative and quantitative tracking methods.

## **ADDITIONAL EXPERIENCE**

**Communications Manager, World Wildlife Fund Global Climate Change Campaign**

**Director of Communications, The Wilderness Society**

**Media Relations Manager, American Red Cross, Disaster Services**

**Journalist:**

- International field correspondent – United Press International Radio, Radio France Internationale, Deutsche-Welle Radio
- Breaking news reporter and producer – CNN New York and London

## **EDUCATION**

- Bachelor of Fine Arts in Communications, New York University

## **TECHNOLOGY SKILLS**

- Project Management: Slack, Harvest, Google Suite
- Microsoft Office Suite: Word, PowerPoint, Excel, Outlook
- Social Media Management: Hootsuite, Sprout Social, Buffer
- AI: ChatGPT-4, Anthropic (Claude)
- Conferencing Platforms: Zoom, Microsoft Teams, Google Meet
- Content/Website Management Systems (CMS): Wix, WordPress, Squarespace
- Media Relations: Cision, Muck Rack, Qwoted, LinkedIn
- Email Marketing Platforms: Mailchimp, Constant Contact
- Graphic & Multimedia Tools: Canva, Adobe Creative Suite (Photoshop)
- Video Editing: iMovie, Final Cut Pro, DaVinci Resolve
- Audio Editing/Podcasting: QuickTime Player, Logic Pro, Audacity

## **GLOBAL EXPERIENCE**

Raised in Dublin, Ireland. Executed projects in 20+ countries, including Bosnia, Brazil, Japan, Germany, Nigeria, and the United Kingdom.

## **CLIENT REVIEWS**

Endorsements available at: [Gisele McAuliffe Testimonials](#).