

MARIA EUGENIA ALURRALDE

Social Impact Communications

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ABOUT

Communications specialist supporting international organisations, global NGOs and social entrepreneurs to boost their missions through strategic storytelling, bold content creation, and impactful campaigns.

WORK EXPERIENCE

- **Snr. Communications Officer at Global Reporting Initiative (GRI) | February 2024 - present**

Manage communications and digital strategy for GRI, the global leader for sustainability reporting.

- Developed and implemented organic and paid social media campaigns for the GRI Academy, a world-leading education platform offering training and courses for sustainability professionals.
- Led successful grant applications for digital communication projects and events, securing over \$200,000 in funding.
- Managed the organisation and communication strategy for GRI's participation at COP16 in Cali, Colombia, securing presence in five key events.

- **Global Social Media Associate at Generation: You Employed | August 2022 - February 2024**

Led the global digital communications strategy for the NGO Generation, the largest global employment program that supports people into life-changing careers.

- Boosted Generation's engagement in social media platforms, including Facebook, X, LinkedIn, Instagram, and YouTube, building a community of over 60,000 followers.
- Led six digital communications campaigns in 1 year to promote Generation's advocacy on key topics such as economic mobility, women in tech, and skills-based hiring practices.
- Positioned the brand among the top 10 LinkedIn accounts in the sector based on engagement rate and follower growth.

- **Digital Communications Associate at UNICEF Argentina | May 2019 - August 2021**

Managed content creation and campaigns for UNICEF Argentina's digital channels, building a community of more than 1 million followers.

- Developed and implemented the TikTok strategy, reaching 160K followers in 6 months, and positioning the account as the second UNICEF TikTok account with the highest engagement at a global level.
- Managed relations with key stakeholders from government, media, civil society, and academia to develop joint digital communication campaigns.

- Created engaging content based on UNICEF research reports on food security, youth climate change activism, social inclusion, health, education, and child protection.
- **Public Information Assistant at UNHCR Regional Office for Southern Latin America I**
October 2016 - April 2019
 - Delivered multi-functional support to the Public Information area, including content creation, volunteer coordination, media relations and operational procedures.
 - Created and led the office's volunteer program, coordinating and training volunteer groups of between 10 and 50 members for outreach events and activities.
 - Assisted in the creation and dissemination of communication campaigns, liaising with key stakeholders from civil society, government, media, and the international community.
 - Organised press conferences and UNHCR's presence in high-profile events, including the Buenos Aires Youth Olympic Games and the World People's Conference in Bolivia.

EDUCATION

- **MSc. International Development.** University of Amsterdam, Netherlands (2022)
- **Bachelor's Degree in Social Communications.** Austral University, Buenos Aires, Argentina (2009 - 2013) **Academic semester abroad** at Navarra University, Pamplona, Spain (2012)
- **Diploma in Digital Marketing.** UCES University, Buenos Aires, Argentina (2018)

LANGUAGES SKILLS

Spanish (native) | **English** (bilingual – C1 level accredited by IELTS in 2019) | **French** (A2- currently taking lessons) | **Italian** (A1)

TECHNOLOGY SKILLS

Office suite | **Social media platforms** (Instagram, X, Facebook, LinkedIn, TikTok, YouTube) | **Social media management** (Hootsuite, Sprout, Talkwalker, Meltwater, Hubspot) | **CMS tools** (Drupal, Umbraco, WordPress) | **Graphic design and video production** (Adobe suite, Canva) | **Email marketing** (Hubspot, Mailchimp) | **Advertising platforms** (LinkedIn, Meta, Google)

VOLUNTEERING & OTHER ACTIVITIES

- **KILKAY** - communications and storytelling advisory for social impact entrepreneurs and innovators - (2024 - ongoing)
- **Member of the Advisory Team of The Expertise Centre of Humanitarian Communication** Netherlands - (2022-ongoing)
- **Volunteer at Eleonas refugee camp** with Elea Project. - Athens, Greece (February 2022)
- **Volunteer at Alegrañatas Clown Care Foundation** - Buenos Aires, Argentina (2012-2022)
- **Climate Reality Leadership virtual training** from The Climate Reality Project - (2020)
- **Environmental Journalism course** taught by journalist Tais Gadea Lara - (2018)