

Maria Eugenia Alurralde

COMMUNICATIONS & SOCIAL IMPACT

I believe in the power of storytelling to drive social impact. I manage communications projects to support non-profits and social entrepreneurs in their missions, by creating impactful campaigns, bold content, and compelling strategies.

KILKAY – Social Impact Storytelling

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Social Impact Storytelling

KILKAY is my social impact venture. It's a free communications advisory program for social entrepreneurs and innovators. Through 3 tailored sessions, I work together with entrepreneurs to support them with strategic communication tools and insights.

Find out more about KILKAY.

Writing samples & research

- **Thesis for MSc. International Development Studies at the University of Amsterdam** | The invaluable aid: an aidnographic analysis of the interventions of volunteers in contexts of forced displacement
- **Article for World Economic Forum** | How could AI shape the future of career coaching?
- **Article for HR magazine Revista Cariere** | Finding meaning in the age of AI
- **Web story for UNHCR website (in Spanish)** | Creación de espacio de diálogo entre organizaciones, refugiados y solicitantes de asilo en Argentina
- **Web story for Generation website** | The story of Carolina



Instagram content for youth vote campaign

Instagram sample for UNICEF Argentina.
Part of a social media campaign to promote youth participation during national elections in Argentina.

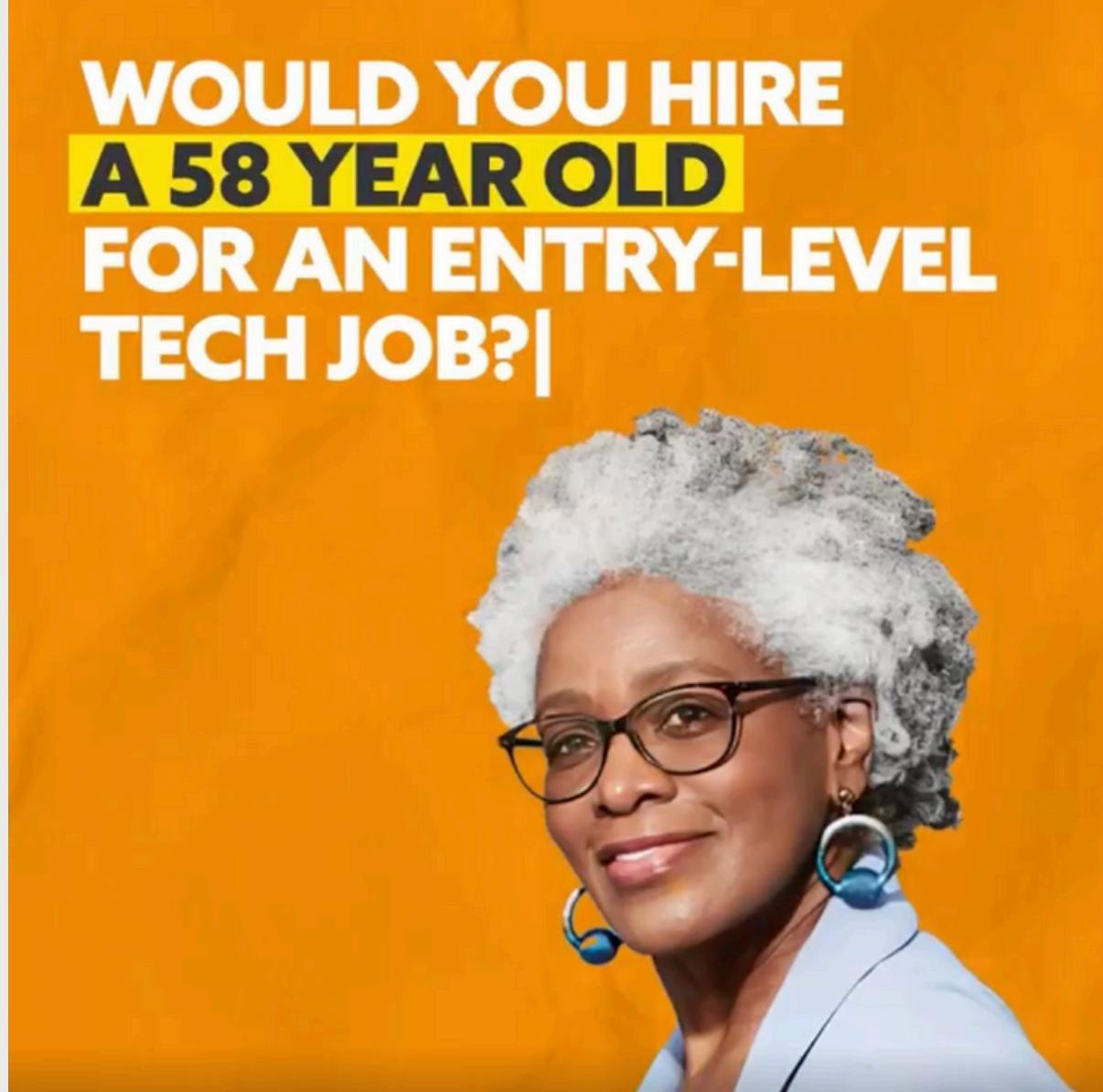
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TikTok content for COVID-19 awareness campaign

**TikTok video sample for UNICEF Argentina.
Part of a COVID-19 campaign to raise awareness on
the correct protective measures against the virus.**

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**WOULD YOU HIRE
A 58 YEAR OLD
FOR AN ENTRY-LEVEL
TECH JOB?|**

LinkedIn content for midcareer research campaign

LinkedIn sample for global NGO Generation, developed in partnership with a creative agency. Part of a social media campaign to share the results of a research report about the role of older and midcareer professionals in the current workforce.

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UNICEF ARGENTINA
@UNICEFargentina

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| VACUNAS |
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¡Dale RT para que todos/as sepan que [#LasVacunasFuncionan!](#)

Twitter/X content for vaccination campaign

**Twitter/X sample for UNICEF Argentina.
Part of a communications campaign on the
importance of vaccination.**

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THANK YOU!

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