



# 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**

**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 Carriere** | 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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FUNCIONAN  
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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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