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# KEEYA-LEE AYRE



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Multimedia Storyteller

Working globally at the intersection of tech & social impact

## EXPERIENCE //

**Marketing Manager, Mobile for Development** *London*  
GSMA August 2016 – present

- Responsible for combined marketing annual budget of \$200,000+ USD
- Leading all initiatives to promote Disaster Response, Ecosystem Accelerator and Digital Identity programmes
- Managing multiple creative suppliers to produce cutting-edge videos, GIFs and publications
- Working at high-level international events with Ministerial delegations and VIPs, such as Mobile World Congress (Barcelona), Mobile 360 India (New Delhi) and Mobile 360 Africa (Dar es Salaam)

**Digital Communications Manager (Contract)** *London*  
Peace One Day March – August 2016

- Grew total follower counts organically by over 30% in just six months
- Developed content and devised strategy for accounts with a combined following of over 500k
- Directly supervised a team of interns and junior staff

**Communications Strategist (Consultancy)** *New York & London*  
#RefugeeEconomics Project January - March 2016

- Led online engagement initiative using paid social media promotion
- Developed strategy for a European Journalism Centre funded reporting project in Uganda and Kenya

**Public Information Intern** *New York*  
United Nations OCHA November 2015 – January 2016

- Designed a communications strategy to be implemented for all Inter-Agency Humanitarian Evaluations (IAHEs) for the Inter-Agency Standing Committee (IASC) globally
- Provided assistance at the 2015 Global Humanitarian Policy Forum

**Co-Founder and Vice-Chairperson** *Perth*  
Perth SOUP Inc. October 2014 – October 2015

- Led the executive team on all PR, marketing and media strategy
- Responsible for selling out all ticketed events
- Secured high-profile media coverage by local, national and global media outlets across TV, web, print and radio

**Communications Manager** *Perth*  
Urban Refugees April 2014 – February 2015

- Designed a collective impact program to enhance the work of participants in a global platform
- Represented organisation at the Asia-Pacific Refugee Rights Network annual conference in Bangkok

**Executive Assistant to CEO** *Perth*  
The Humanitarian Group December 2012 – December 2014

- Coordinated fundraising and communications efforts, including grant applications, content creation, print publications, branding and social media account management
- Guided and managed interns to create digital media outputs

**Web and Digital Communications Consultant** *Perth*  
Freelance June 2008 – December 2012

- Delivered strategic services, across social media and web, to a wide range of high-profile commercial clients
- Supported refugee and migrant community groups *pro bono* to utilize digital communications to mobilize and organize advocacy efforts

## ABOUT ME //

I believe in the power of communication to achieve social progress and I advocate for digital inclusion and tech-enabled development

I am a **United States** and **Australian** dual-citizen with extensive international experience and a global mindset

## MOST PROUD OF //

**EU-Australia Emerging Leaders Forum Delegate, 2017**  
**TEDx Talk** "You Can Make Real Impact and You Don't Need Permission"  
**Global Shaper** World Economic Forum 2013 - Present  
**Finalist - West Australian of the Year** Youth Category, 2015  
**teknojoia.social** - Director of a multimedia journalism project investigating the social impact of technology in East Africa

## PUBLICATIONS //

**Forced Migration Review** – Published in Oxford's FMR Issue 51  
**The Huffington Post** – Contributor 2015 to present  
**The Migrationist** – Contributor 2014 - 2016

## SKILLS //

**Strategic Communications, Impact Storytelling,**  
Filmmaking, Sourcing and Directing Crews, Scriptwriting, Storyboarding, Messaging Development, Photo and Video Editing, Content Strategy, Marketing, Graphic Design, Data Analytics (Native social tools, Google Analytics), Project and Budget Management  
**Adobe Creative Cloud** (Photoshop, InDesign, Premiere Pro)  
**HTML5, CSS3, CMS** (Wordpress, Drupal, Joomla)

## LANGUAGES //

**English** - Native  
**French** - B1 (Autonomous)  
**Japanese** - Intermediate  
**Arabic** (Modern Standard) - Basic

## EDUCATION //

The Australian National University  
**Master of Applied Anthropology and Participatory Development**  
(Humanitarian Action) - Graduated July 2017

The Australian National University  
**Graduate Certificate in Australian Migration Law and Practice**

The University of Western Australia  
**Bachelor of Arts (Honours) Anthropology**  
With study abroad in human rights at McGill University (Canada)

## GLOBAL EXPERIENCE //

Lived and worked in: London **United Kingdom**, New York **United States**, Zomba District **Malawi**, Perth **Australia**, **Singapore**

Short-term projects: Dar es Salaam **Tanzania**, New Delhi **India**, Barcelona **Spain**, Kuala Lumpur **Malaysia**, Bangkok **Thailand**, Leerdam **The Netherlands**, Paris **France**, Montréal **Canada**