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KEEYA-LEE AYRE



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Advocacy Communications Professional

EXPERIENCE //

Marketing Manager

GSMA Mobile for Humanitarian Innovation Atlanta Feb 2018 – present

- Internal promotion: Leading Mobile for Humanitarian Innovation programme marketing, a £15.5 million partnership with the UK Department for International Development (DFID) - including the Innovation Fund

Marketing Manager

GSMA Disaster Response, Ecosystem Accelerator and Digital Identity London Aug 2016 – Feb 2018

- Responsible for a combined marketing annual budget of \$200,000+ USD
- Managing multiple creative suppliers to produce cutting-edge virtual reality content, videos, 360 interactives, graphics 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, Kigali)

Digital Communications Manager (Contract)

Peace One Day London Mar 2016 – Aug 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)

#RefugeeEconomics Project NYC & London Jan 2016 - Mar 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

United Nations OCHA New York Nov 2015 – Jan 2016

- Designed a communications strategy to be implemented for all InterAgency 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 SOUP Inc. Perth Oct 2014 – Oct 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

Urban Refugees Perth Apr 2014 – Feb 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

The Humanitarian Group Perth Dec 2012 – Dec 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

Freelance Perth Jun 2008 – Dec 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 - Sydney 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
 Tech's Good - Editor-in-Chief of publication investigating the social impact of tech

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
 Spanish - Basic

EDUCATION //

The Australian National University
 Master of Applied Anthropology and Participatory Development
 (Humanitarian Action specialisation) - 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 and religious minorities 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