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KEYYA-LEE AYRE



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RECENT EXPERIENCE //

Senior Marketing Manager

ATLANTA

GSMA - Mobile for Humanitarian Innovation

MAY 2019 - PRESENT

- Responsible for leadership of all marketing and communications strategies and activities for the Mobile for Humanitarian Innovation program, a 15.5 million GBP (20 million USD) partnership with the UK Department for International Development (DFID)
- Leading on content, messaging and engagement strategy for global events such as the UN General Assembly, World Economic Forum Annual Meeting (Davos), Mobile World Congress (Barcelona) and Mobile 360 Series - Africa (Kigali, Rwanda)
- Collaborating on content and communications initiatives with partners such as the UN Refugee Agency (UNHCR), UN OCHA, the World Food Programme, the World Economic Forum and others
- Development of video content (motion graphics, in-country filming), podcast, social media strategy (paid and organic), high-level speaker briefings, editing and design of publications (web and print)

Marketing Manager

ATLANTA

GSMA - Mobile for Humanitarian Innovation

FEB 2018 - MAY 2019

- Leading all marketing and communications for the program
- Leading on content, messaging and engagement strategy for high-level engagement events globally
- Collaborating on content and communications initiatives with partners such as UNHCR, UN OCHA, Project Loon (Google) and others

Marketing Manager

LONDON

GSMA - Digital Identity, Disaster Response & Ecosystem Accelerator programs

AUG 2016 - FEB 2018

- Sourced and managed multiple creative suppliers to produce cutting-edge virtual reality content, videos, 360 interactives and publications
- Coordinated sessions 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 and Kigali)

Digital Communications Manager (Contract)

LONDON

Peace One Day

MAR 2016 - AUG 2016

- Grew total follower counts organically by over 30% in six months
- Developed content and devised strategy for accounts with 500k+ total followers

Communications Strategist (Consultancy)

NEW YORK CITY

#RefugeeEconomics Project

JAN 2016 - MAR 2016

- Developed the global communications strategy for a reporting project in Uganda and Kenya funded by the European Journalism Centre

Public Information Intern

NEW YORK CITY

United Nations Office for the Coordination of Humanitarian Affairs (UN OCHA)

NOV 2015 - JAN 2016

- Selected from thousands of candidates for a highly competitive UN headquarters internship during Masters degree studies
- Designed a communications strategy to be implemented for all InterAgency Humanitarian Evaluations (IAHEs) for the Inter-Agency Standing Committee (IASC)
- Provided operational assistance at the 2015 Global Humanitarian Policy Forum

Co-Founder and Vice-Chairperson

PERTH

Perth SOUP Inc.

OCT 2014 - OCT 2015

- Led the executive team on all PR, marketing, and fundraising strategy
- Secured high-profile media coverage on TV, web, print and radio with local, national and global media including the Australian Broadcasting Corporation

Communications Manager

PERTH

Urban Refugees

APR 2014 - FEB 2015

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

ABOUT ME //

- United States and Australian dual-citizen with extensive international experience and a global mindset
- I believe in the power of storytelling and effective communication to create action leading to measurable, positive socioeconomic impact

MOST PROUD OF //

- EU-Australia Leadership Forum: 2018 Senior Leader, Civil Society Chair, Brussels; 2017 Emerging Leader, Sydney
- TEDx Talk: "You Can Make Real Impact and You Don't Need Permission"
- Global Shaper (World Economic Forum) 2013 to 2020
- Finalist - West Australian of the Year Youth Category, 2015
- Tech's Good - Founder and Editor-in-Chief, 2017 to 2020

PUBLICATIONS //

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

RELEVANT SKILLS //

- Content marketing + social impact storytelling: strategic leadership, concept development, and execution
- Video development: sourcing and directing crews, scriptwriting, storyboarding, conducting interviews, editing, post-production
- New methods: virtual reality content, 360 interactive content
- Photo and video editing, publication and infographic design
- Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)
- Web development and design: HTML5, CSS3, CMS (Wordpress, Drupal)
- Web and social media data analytics
- Copywriting and editing: web and print, short and long-form
- Project and budget management (projects over 100k USD)

LANGUAGES STUDIED //

- Native:** English
- Proficient:** French
- Upper Int:** Japanese
- Intermediate:** Spanish, Arabic (spoken only), Levantine and MSA

TERTIARY EDUCATION //

THE AUSTRALIAN NATIONAL UNIVERSITY

Master of Applied Anthropology and Participatory Development

Masters specialization: Humanitarian Action

Graduate Certificate in Australian Migration Law and Practice

THE UNIVERSITY OF WESTERN AUSTRALIA

Bachelor of Arts (Honours) Anthropology and Sociology

CERTIFICATIONS //

- Georgetown University Certificate in Social Impact Storytelling
- Google Analytics Individual Qualification (IQ) - expires Aug 2020
- HubSpot - Inbound Marketing, expires Sep 2021
- HubSpot - Content Marketing, expires Sep 2021

GLOBAL EXPERIENCE //

- I have lived and worked in: London, United Kingdom; New York and Atlanta, United States; Zomba District, Malawi; Perth, Australia; and Singapore.
- Short-term projects: Kyiv, Ukraine; Dar es Salaam, Tanzania; New Delhi, India; Barcelona, Spain; Kuala Lumpur, Malaysia; Bangkok, Thailand; Leerdam, the Netherlands; Paris, France; Montréal, Canada; and Kigali, Rwanda.