

(404) 229-3173



KEEYA-LEE AYRE



keeya_lee

keeyaleeayre.com



keeyaleeayre@gmail.com

EXPERIENCE //

Communications and Marketing Manager **ATLANTA**

GSMA Mobile for Humanitarian Innovation **FEB 2018 – PRESENT**

- Leading all marketing and communications for the Mobile for Humanitarian Innovation programme, a £15.5 million partnership with the UK Department for International Development (DFID)
- Leading on content, messaging and engagement strategy for the UN General Assembly and World Economic Forum Annual Meeting (Davos)
- Collaborating on content and communications initiatives with partners such as UNHCR, UN OCHA, Project Loon (Google) and others

Marketing Manager **LONDON**

GSMA Mobile for Development **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 just 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 OCHA **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**

Perth SOUP Inc. **OCT 2014 – OCT 2015**

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

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 organisation at the Asia-Pacific Refugee Rights Network annual conference in Bangkok

Executive Assistant to CEO **PERTH**

The Humanitarian Group **DEC 2012 – DEC 2014**

- Coordinated fundraising and communications efforts, including grant applications, content creation, print publications, branding and social media account management

Digital Communications Consultant **PERTH & SINGAPORE**

Freelance **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 utilise digital communications to enhance advocacy efforts

ABOUT ME //

I believe in the power of effective communication and storytelling to achieve social progress. I advocate for digital inclusion and tech-enabled development. United States and Australian dual-citizen with extensive international experience and a global mindset.

MOST PROUD OF //

EU-Australia Leadership Forum:

- Senior Leader, Civil Society Chair, Brussels 2018
- Emerging Leader, Sydney 2017

TEDx Talk: "You Can Make Real Impact and You Don't Need Permission"

World Economic Forum Global Shaper, 2013 to Present

Finalist - West Australian of the Year Youth Category, 2015

Tech's Good - Editor-in-Chief, 2017 to present

PUBLICATIONS //

Forced Migration Review - Published in Oxford's FMR Issue 51

The Huffington Post - Contributor 2015 to present

The Migrationist - Contributor 2014 - 2016

RELEVANT SKILLS //

Strategic Communications, Impact Storytelling, Filmmaking, Sourcing and Directing Crews, Scriptwriting, Storyboarding, Messaging Development, Photo and Video Editing, Content Strategy, Marketing, Graphic Design, Publication Design, Social Media Management, 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 STUDIED //

Native: English

Upper Intermediate: French, Japanese

Intermediate: Spanish, Arabic (spoken only, Levantine and MSA)

Basic: Dutch, Malay, Chichewa, Russian, Ukrainian, Italian

Academic only: Latin, Sanskrit

TERTIARY QUALIFICATIONS //

The Australian National University

- Master of Applied Anthropology and Participatory Development (Humanitarian Action specialisation)
- 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 //

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.