

Mirchaye Sahlu

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Education

American University - Washington, DC | MA Journalism & Public Affairs | June 2017

University of the District of Columbia - Washington, DC | BA Mass Media Art | May 2015

Summa Cum Laude, Dean's List, 3.9/4.0 GPA

Key Skills

Multimedia Production | Writing | Social Media | Event Planning | Project Management

Language: Amharic, French, Italian, and English.

Computer: Celtx, Wordpress, Drupal, ENPS, HTML, CSS, Java Script, Hootsuite, Trello

Video/Audio Editing: Adobe Premier, Final Cut Pro, Newsflex, MTE, Adobe Audition

Other: Adobe Photoshop, InDesign, Dreamweaver, Canva, Mailchimp, Cvent, Salesforce

Writing: AP Style, IAPWE-certified writer & editor

Professional Experience

Alliance for International Exchange – Washington, DC| *Communications Associate*, August 2017-Current

- Manages communications, branding, and strategic messaging internally and externally
- Writes and edits content for website/social media platforms
- Using Google Analytics and Facebook Insights, provides monthly reports on social media/website data
- Drafts op-ed articles, press releases, newsletters, and talking points for media engagement
- Produces videos for the Alliance's YouTube channel and the website
- Manages the internship program (in charge of interviewing, hiring and managing interns)

Women for Women International – Washington, DC| *Communications & Events Coordinator*, May 2017-Current

- Coordinates press/media coverage of events
- Assists staff with membership management through promotional outreach initiatives

American University, SOC - Washington, DC | *Staff Reporter*, September 2016-July 2017

- Wrote news articles, profiles, announcements and produced videos for the SOC website

Thomson Reuters -Washington, DC | *White House Reporter*, September 2016-January 2017

- Worked among a pool of reporters from the White House following President Obama

PBS - Arlington, VA | *Project Coordinator, PBS KIDS Digital*, August 2015- September 2016

- Produced videos of regional meetings/conferences related to the *Ready To Learn* grant
- Drafted press releases, media alerts, memos, invitations, speeches, RFPs, and contracts
- Planned RTL and PBS KIDS events for show launches, community outreach and partnership

- Managed relationships with outside vendors to ensure high-quality and timely delivery of shows
- Conducted research and drafted grant proposals for potential donors

Prince George's Suite Magazine – *Freelance Writer & Editor*, January 2015- March 2016

- Covered several events and wrote articles for both online and print publications, took photos when needed
- Copy edited for both online and print publications and led pitch meetings

World Affairs Councils – Washington, DC | *Events Coordinator*, September 2013-June 2015

- Coordinated press/media coverage of WAC-DC events
- Designed promotional material for WAC-DC events
- Wrote briefs for all Council events for electronic publication and membership mailings
- Helped to write, prepare, and edit the Global Education E-Newsletter

ILO – Addis Ababa, Ethiopia | *Media Production Assistant*, May 2013-January 2014

- Travelled and assisted film crew while working on the WEDGE project
- Managed and operated multimedia equipment during events

Internships

United Nations Information Center - Washington, DC | *Communications Intern*, May – August 2017

Discovery Communications- Silver Spring, MD| *Digital & Social Media Intern*, January 2017 – May 2017

NPR- Washington, DC| *News Operation Desk Intern*, September 2014-December 2014

McGuire Woods Consulting, LLC- Washington, DC | *Communications Intern*, June 2014-August 2014

VOA - Washington, DC | *African Division Intern*, December 2013 - June 2014

WPFW 89.3 FM - Washington, DC | *Broadcast Intern*, June 2013 – August 2013

- Covered Capitol Hill hearings/NGO and think tank briefings, and wrote memos/articles
- Fulfilled multifaceted duties that included reporting, writing, researching, and planning
- Produced informative and promotional videos for the web (including shooting & editing)
- Created weekly show lifts and GIFs with story arcs for social media
- Created and scheduled social media content for Facebook/Twitter/Instagram and Snapchat.
- Scripted and edited announcements for shows like the “Morning Brew” with Askia Muhamed

Other Activities

National Association of Black Journalists, *Member*

United Nations Association – *NCA, Member*

Sisters 4 Sisters Network, Inc., *Member*

Toastmasters International, *Member and Vice President of Public Affairs*

Clips available at www.mirchayesahlu.com