

Mirchaye Sahlu

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Education

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

Certification:

Northwestern University – Online | Graduate Certificate - Content, Advertising & Social Media Marketing | December 2019

HubSpot – Online | Certificate - Social Media Marketing | December 2020

Key Skills

Multimedia Production | Writing | Social Media | Event Planning | Graphic Design | Host

Language: Amharic, French, and English

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

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

Graphic/E-mail marketing: Adobe Photoshop/Illustrator, Canva, Mailchimp, Cvent, Salesforce

Writing: AP Style, IAPWE-certified writer & editor

Professional Experience

Montgomery County Council Office – Rockville, MD | *Visual Information Specialist*, March 2019-Current

- Monitoring and producing daily social media posts, managing calendar, creating social media campaigns, tracking quarterly social media analytics
- Providing videographer services to capture quality and creative video for use on social media, in news, magazine-style and studio productions aired on the county government cable channel, or provided to other news channels and in public service announcements
- Providing graphic design skills to create graphics for social media, videos, and websites
- On-air camera experience; serves as host and moderator for county informational shows
- Skilled in translation, serves as lead of French and Amharic languages communication

Chase the Dream – Silver Spring, MD | *Communications Consultant*, January 2015-Current

- Revamped and launched current company website and in charge of managing it
- Produces mission videos, promo videos and testimonials only using an iPhone

Toastmasters International – Silver Spring, MD | *Vice President of Public Relations*, March 2018-May 2019

- Manages the Silver Spring Toastmasters chapter's social media accounts and website
- In charge of sending out monthly newsletters to all current and prospective club members
- Takes the lead in organizing different fundraising events to raise money for the club

Alliance for International Exchange – Washington, DC | *Communications Associate*, September 2017-March 2019

- Manages communications, branding, and strategic messaging internally and externally
- Leads the day-to-day management of social media and Alliance website content
- 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- November 2018

- Coordinates press/media coverage of events/Created social media content
- 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*, June 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

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

Internships

United Nations Information Center - Washington, DC | *Communication 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 | *Communication Intern*, June 2014-August 2014

VOA - Washington, DC | *African Division Communications 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*