

Mirchaye Sahlu

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Communications Management

Multilingual communications professional with over eight years of industry experience in multimedia production, writing, social media, event planning, web administration and project management.

- **Social media:** Hootsuite, Buffer, Sprout social, Sked
- **Video/Audio Editing:** Adobe Premier, Final Cut Pro, Adobe Audition, Newsflex, MTE
- **Graphics/Email marketing:** Adobe Photoshop, Canva, Mailchimp, Constant Contact, HubSpot, Cvent
- **Writing:** AP Style, IAPWE-certified writer & editor, Celtx
- **Web administration:** WordPress, Drupal, ENPS, HTML, Java Script
- **Project management:** Trello, Asana, Slack, AP ENPS
- **Media monitoring:** Meltwater, Critical Mention

Languages

- English, Amharic, and French

Education

Northwestern University, Chicago, IL | Certificate - Content, Advertising & Social Media Marketing | December 2019

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

Professional Experience

Visual Communications Specialist, Montgomery County Government, County Council Office

Rockville, MD | March 2019 - Current

- Produces and monitors daily social media posts, manages content calendar, creates social media campaigns, tracks quarterly social media analytics
- Creates and manages the county cable channel shows schedule to ensure timely dissemination
- Moderates and hosts county government cable channel shows, town halls, public hearings, and panel discussions
- Writes and produces documentaries, commemorative videos, public service announcements, and short video packages
- Creates eye-catching graphics/flyers for social media and websites
- Provides media coverage when Councilmembers are in the community/attending events
- Pitches to press/news networks for all Council-related events (i.e., press conferences, media briefing, and other events.)
- Manages multicultural community outreach efforts to engage and inform diverse residents
- Skilled in translation, serves as lead of French and Amharic languages communication

Communications Associate, Alliance for International Exchange

Washington, DC | September 2017 - March 2019

- Managed communications, branding, and strategic messaging internally and externally
- Drafted op-ed articles, press releases, newsletters, and talking points for media engagement
- Lead the day-to-day management of social media and Alliance website content
- Using Google Analytics and Facebook Insights, provided monthly reports on social media/website data
- Produced videos for the Alliance's YouTube channel and the website
- Managed the internship program (in charge of interviewing, hiring and managing interns)

Communications & Events Coordinator, Women for Women International

Washington, DC |, May 2017 - November 2018

- Coordinated press/media coverage of events/Created social media content
- Assisted staff with membership management through promotional outreach initiatives

Staff Reporter, American University, SOC

Washington, DC | September 2016 - July 2017

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

White House Reporter, Thomson Reuters

Washington, DC |, September 2016 - January 2017

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

Project Coordinator, PBS

Arlington, VA |, PBS KIDS Digital, May 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

Events Coordinator, World Affairs Councils

Washington, DC |, 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

Communications Consultant, Chase the Dream

Silver Spring, MD | January 2015 – March 2019

- Revamped, launched and managed company website
- Produces mission videos, promo videos and testimonials

Other Activities

National Association of Black Journalists, Member

United Nations Association – NCA, Member

Sisters 4 Sisters Network, Inc., Member

Toastmasters International, Member