



Advocacy Communications International, Inc.

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**Gisele McAuliffe, President
RESUMÉ**

OBJECTIVE

An advocacy communications specialist with 25+ years of experience seeks consulting opportunities worldwide that utilize her uncommon range of strategic communications skills and services. Ideal opportunities would involve serving organizations making a positive difference in the world with a focus on environmental, humanitarian and international development issues.

PROFESSIONAL HIGHLIGHTS

- Strategic communications advisor to the Department of Energy's Smart Grid Investment Grant Program and projects (designed to modernize the nation's electricity system).
- Bill and Melinda Gates Foundation - directed multinational, research, analysis and strategic advisement project examining the effectiveness of advocacy aimed at improving sanitation and hygiene in developing countries.
- Directed communications for the American Red Cross Disaster Services, the World Wide Fund For Nature (WWF) International Climate Change Campaign and The Wilderness Society.
- International Committee of the Red Cross - former volunteer communications specialist in war zones
- Former broadcast journalist - New York City, London and Nairobi - CBS Network TV News, CNN, UPI Radio, Radio France Internationale and Deutsche Welle-Radio.

CORE CAPABILITIES

More than two decades of experience performing strategic communications on international development, humanitarian relief and environmental issues for mission-driven organizations in the U.S., Europe, Africa and Asia. Sector specializations include: climate change; energy; land conservation; water, sanitation and hygiene; and disaster/emergency response.

National and Multi-national Advocacy Communications including:

- Advocacy Planning and Project Management - devise target audience-driven research, strategies and action plans to influence government policies, attract donations and achieve measurable outcomes
- Advocacy Monitoring and Evaluation - identify processes, benchmarks and other measurements to gauge the results of advocacy initiatives designed to promote programs and public policies
- Advocacy Communications Research (qualitative and quantitative)
- Strategy and Theory of Change Development
- Internal and External Strategic Communications Advisement
- Journalism - national and international print, radio and TV news reporting
- Researching, Writing, Editing, Producing Reports and Marketing Documents (print and electronic)

EDUCATION

B.F.A. New York University (New York, NY): Communications

CURRENT EMPLOYMENT

[Advocacy Communications International](#) (ACII), President and owner, 2001-present

- Strategic communications services that advance socially responsible organizations around the world.

EMPLOYMENT HISTORY – STRATEGIC COMMUNICATIONS

[The Wilderness Society \(TWS\)](#), Director of Communications (Washington, DC), 1999-2001

- Created strategic advocacy campaigns for the Society’s top priority issues and oversaw all organization communications activities.

[World Wide Fund for Nature \(WWF\) International Climate Change Campaign](#), Communications Manager (Global), 1996-1998

- Directed international campaign to heighten public awareness and coalesce multi-national government support for policies to address the impacts of climate change under consideration at the 1997 United Nations Framework Convention on Climate Change in Kyoto, Japan.
- Managed multi-lingual global publicity effort. Collaborated with experts to produce numerous reports on the impacts of climate change and shape both public opinion and government policy in this area. For example, WWF's June 1997 “North American Parks” report prompted a direct inquiry from the Clinton Administration for more information which was included in a speech by President Clinton at the United Nations Earth Summit.

[International Committee of the Red Cross \(ICRC\)](#), Volunteer International Communications Specialist 1991-1994

- Served in the war zones of Slovenia, Croatia, Serbia, Bosnia and Herzegovina. Assisted in prisoner-of-war exchanges and educated combatants on the Geneva Conventions. Provided on-the-ground reports about the humanitarian relief effort and coordinated international news media coverage for fundraising efforts.

[American Red Cross](#), Media Relations Manager (Washington, DC), 1992-1996

- Directed 24/7 crisis communications for American Red Cross Disaster Services. Recruited, trained and supervised public relations staff for a multitude of emergency response assignments across the nation.
- Oversaw organization communications capacity building nationwide.
- Conducted policy advocacy. For example, oversaw public relations for Red Cross Biomedical Services blood program.

[Edelman Public Relations](#), Senior Account Executive & Senior Writer (Washington, DC), 1991

- Directed major writing assignments for priority clients and coached account executives in media relations and public relations writing.

[The Rocky Company Public Relations Agency](#), Account Executive (Seattle, WA), 1989-1990

- Provided public relations counsel for the Seattle Space Needle and the 1989 Washington State Centennial Commission.

EMPLOYMENT HISTORY - JOURNALISM

- [United Press International Radio](#), [Radio France Internationale](#), [Deutsche Welle-RADIO](#), Free-lance Reporter (global travel but primarily based in UK and Kenya), 1985-1988
- [CNN London](#), Writer, Producer and Reporter (London, England), 1984
- [CNN New York](#), Writer and Producer (New York, NY), 1982-1983
- [CBS Network News](#) (Radio and TV), Researcher (New York, NY), 1980-1981

SELECTED PROFESSIONAL AFFILIATIONS AND BOARD MEMBERSHIPS

- Society of International Development (SID), Member, 2009-present
- InterAction, Associate Member, 2009 – present
- Principal, Data Harvest, 2008-2009
- The Communication Initiative Network (global), Member, 2007-present
- International Association of Business Communicators, Member, 2007-present
- Washington Women in Public Relations, Member, 2009-present
- Green Media Toolshed, Founding Board Member, 2000-2002