

# Beatrice M. Spadacini

USA Cell: +1 202 509 6304; Email: [beatrice097@gmail.com](mailto:beatrice097@gmail.com)  
Personal website: [www.beatricespadacini.com](http://www.beatricespadacini.com)

## SUMMARY OF PROFESSIONAL SKILLS

- Extensive **strategic communication** experience with international organizations in the US, Europe, Africa
- Able to design and implement strategies to increase **public awareness / impact policy** on global issues
- **Communication for Development** specialist to further programmatic goals on behavior and social change
- **Online communication** skills to engage audiences and position issues; implement new media strategies
- Excellent **writing, copy editing** and **interpersonal** skills; published journalist & experienced spokesperson
- Extensive experience in **product development**: briefings, audio-visuals, websites and social media content
- Experienced in **public speaking, media relations, advocacy** communications and high-level lobbying
- Capable of **managing budgets/staff** and work with different institutional partners, multi-lateral agencies
- Extended **field experience** in sub-Saharan Africa, Bosnia, West Bank Gaza and East Asia
- **Languages**: fluent in English, French, Spanish and Italian (mother tongue).

## EMPLOYMENT HISTORY

### Strategic Communication and C4D Consultant

01/2012 – present

Advisor to international organizations on specific communication and outreach projects; responsible for strategy design and implementation of online and traditional media outreach; produce multimedia content and conduct in-depth research on specific topics. Main clients include:

- World Bank Sub-Saharan Africa Transport Policy Program: undertake communication assessment; conceptualize communication and advocacy strategy; implement first phase of strategy.
- Unicef: responsible for a global mapping of Communication for Development (**C4D**) initiatives to support peacebuilding efforts (including role of ICT for conflict resolution); conducted two webinars to present findings to country offices: C4D, education and peacebuilding specialists.
- United Nations Foundation on design and early implementation of the Global Alliance for Clean Cookstoves communication strategy (2012-2014): online and traditional media;
- CARE Norway: managed production and budget of documentary on gender-based violence in the Great Lakes Region of Africa; supervised contractors and ensured quality of final product;
- SNV USA: position partnership office with select target audiences in North America, lead their youth outreach campaign, and boost their social media presence;
- World Bank-Gates Foundation Livestock Data project for Africa: communication strategy support.

### European Union Humanitarian Aid/ECHO

03/2011 – 01/2012

*Regional Information Officer*

One-year contract based in Nairobi, Kenya. Technical expert on media and communications for the Directorate-General for Humanitarian Aid and Civilian Protection (ECHO) to cover activities in the Horn and Great Lakes Regions of Africa, Southern Africa and countries in the Indian Ocean region. Liaise with technical advisors in country offices and at regional level on humanitarian aid issues pertaining to food security, health, water and sanitation, and disaster risk reduction. Produced multimedia products for online dissemination through social media channels (blogs, Facebook, Twitter, YouTube, Flickr) and increased social media presence of EU; organize press trips, and nurture relationships with foreign press corps. Successfully placed stories on impact of East Africa drought, and plight of Chadians in Libya.

### Canvas Africa Communications

06/09 – 03/2011

*Consultant and Managing Director*

Based in Nairobi and Washington DC, I have worked on specific communication and media assignments for a variety of clients, including the World Bank Group, CARE Rwanda, Norwegian Refugee Council, the Accordia Global Health Foundation and the Media Strengthening Project in Rwanda (IREX). Supervised the work of a team of media professionals in East Africa. Published in regional newspapers and US magazines.

**CARE International**

12/04 – 06/09

*Media and Communication Manager, East and Central Africa*

Responsible for implementing communication strategies across the East and Central Africa region, overseeing a portfolio of 10 countries; maintained relationships with foreign correspondents, photojournalists and national reporters and facilitated access to hot spots; organized communication and advocacy workshops; provided content for online media outlets; built communication capacity of country offices. Have direct experience managing media crisis situations in Afghanistan, Sudan, Somalia, DRC and Ethiopia. Initially in charge of media relations for policy and advocacy issues out of the Washington DC office. Led strategic communication efforts for the global climate change team.

**The Global Alliance for Workers and Communities, Baltimore MD***Director of Communication*

04/03 – 12/04

A project of the International Youth Foundation in partnership with The World Bank, Nike and Gap that sought to advance Corporate Social Responsibility (CSR) in contract factories in Asia. Responsible for designing and implementing communication and advocacy strategies at different levels; launched new website and quarterly publication, led efforts to adapt materials for country dissemination, developed intranet system to improve internal communication, responsible for press relations, editing and publishing articles. Priorities included managing communications budget, building country communication and outreach capacity, developing materials and positioning organization in CSR arena.

**The World Bank, Washington DC**

09/02 – 04/03

*Communication Specialist, Communication for Development, External Affairs Unit*

Recruited by the World Bank headquarters to mainstream strategic communication approaches into World Bank operations on environmentally and socially sustainable development. Assisted the unit in positioning itself inside the World Bank to enhance value of communication as a tool to further transparency, increase dialogue and promote stakeholders' participation in World Bank operations. Worked on the national land reform project in Ghana and with the Cameroon National AIDS Commission. Published article on World Bank HIV/AIDS training course in AIDS Link magazine of Global Health Council.

**Hope for African Children Initiative**

10/00 – 09/02

*Public Affairs Manager*

Responsible for designing and implementing outreach strategies for the *Hope for African Children Initiative* (HACI) targeting orphans and vulnerable children in sub-Saharan Africa. Managed the communication and advocacy component of a US\$ 10 million grant. Coordinated the communications work with a coalition of five leading NGOs and worked regularly with external consultants. Experience working on Capitol Hill on child survival and HIV/AIDS. Managed website and nurtured relations with the press for HACI; managed media coverage of African Religious Leaders Assembly in Nairobi, June 2002.

**Communications and Advocacy Consultant, Oslo Norway**

01/99 – 08/00

*Norwegian Association of the Disabled, International Division*

Designed a communications and outreach strategy for the international development division. Wrote and edited English publications on disability projects in Ghana, Palestine, Eritrea and Uganda. Monitored the publication process, prepared web version of documents, worked on information and presentation kits.

*Norwegian Church Aid*

I authored a study on gender perspectives in conflict prevention, resolution and peace building. Chosen case studies: Argentina, Israel & Occupied Territories, Kenya, Serbia & Croatia, Sierra Leone and Sudan.

**Italian Association for Women in Development (AIDOs), Italy & Ethiopia**

04/97 – 12/98

*Information and Advocacy Officer*

Established the press office in Rome and implemented communication strategies for development projects in the field. Editor of *Aidos News* quarterly. Launched the Italian edition of the 1997 and 1998 *UN State of the World Population Report*. Contact person for the UNFPA European Advocacy campaign on reproductive health. Traveled regularly to Ethiopia as communication consultant for the female genital mutilation (FGM)

training and information campaign. Organized the first educational radio spot campaign against FGM and abduction of young girls in Ethiopia.

**Amnesty International, Italy**

9/95 – 3/97

*Press Officer Manager*

Head of media relations for Amnesty International Italy. Maintained and strengthened relations with the media (print, radio, TV), established a pro-active press office, wrote and edited press releases, launched annual report and acted as spokespersons for the organization. We successfully lobbied the Vatican and EU parliamentarians to take a firm stand against the death penalty. Organized press coverage for AI Secretary General and other prominent human rights activists.

**Italian Association Friends of Children, Italy**

10/93 – 5/95

*Program Officer for Bosnia and Croatia*

Conducted needs assessment missions in former Yugoslavia and evaluated the organization's projects in refugee camps around Zagreb. I carried out feasibility studies in different parts of Bosnia and Croatia.

**Latino Health Institute, Boston USA**

7/92 – 8/93

*Director of Breast Cancer Education Project*

Worked with Latino communities to increase awareness of breast cancer among women over 40, facilitate access to medical services and lobbied for comprehensive insurance packages for all Latino immigrants.

**JOURNALISM AND MEDIA CONSULTANCIES**

CARE Rwanda: Documentation for 25 Years Commemoration Event	November 09 – 02/2010
IREX Media Strengthening Project in Rwanda	December 09 – 01/2010
Msafiri Kenya Airways Magazine: UP-ward and On-ward Rwanda's Success Story	August-Sept 2009
Reconciliation in Rwanda: Is Healing Possible? 7000; 4000 and 2000 words articles	January 2009
Regular contributor to Health Link, the Italian American Digital Project, and Genitori Si Diventa	Ongoing
Women Leaders of Kenya Speak Up: photographer and main book collaborator	May 2006 – 2008
World Bank Consultant for Food Security and Nutrition Project in Ethiopia	June - July 2001
Reporter <i>Women and Democracy Conference</i> , Reykjavik, Island	October 1999
Reporter at UN Conference on Population and Development in Cairo	September 1994

**EDUCATION**

Grad. Cert.	International Health Management, Boston University School of Public Health (1992)
M.A.	International Relations and Communication, Boston University (1991)
B.A.	Connecticut College: major anthropology and minor economics (1988)
High School	American School of Milan (1984)

2012	Landmark Education graduate of Curriculum for Living
Cont. Ed	New Media Platforms (Overview), Georgetown University (Spring 2011)
Cont. Ed	Environmental Biology Online Undergraduate Course (Spring 2008)

**MIND, BODY, SPIRIT**

2012-2013	Health Coach Online Training with the Institute for Integrative Nutrition (NY)
2012-2013	Yoga Teacher for children with Power Tots. Responsible for teaching four weekly classes Buddying Yogis certification and Yoga Fit certification (Summer 2012)

**REFERENCES**

Available upon request

**WRITING / WORK SAMPLES**

A selection of work samples can be found on my personal website: [www.beatricespadacini.com](http://www.beatricespadacini.com)