

# Mirchaye Sahlu

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## Communications Management

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Emmy/2X Telly Award winning multilingual professional with over nine years of industry experience in public information, multimedia production, social media, event planning, web and project management.

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

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## Languages

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- English, French, and Amharic

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## Education

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**Northwestern University**, Chicago, Il (online) | 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*

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## Professional Experience

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### **Public Information Officer, Montgomery County Government (Office of County Council)**

Rockville, MD | October 2022 - Current

- Produces and monitors daily social media posts, manages content calendar, creates social media campaigns, tracks quarterly social media analytics
- Monitors and analyzes current events, public opinion, digital trends and press coverage
- 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, public service announcements, and short video packages tailored to multicultural audiences for social and TV
- Drafts the Council President's newsletters and media availability talking points, as well as any other Council related press releases
- Manages the internship/fellow programs, as well as the video team

### **Visual Communications Specialist**, March 2019 – October 2022

- Creates eye-catching graphics/flyers for social media, websites and outreach distributions
- 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
- Managed and maintained website by conceptualizing content, producing multimedia materials, and implementing delivery mechanism
- Manages communication/print components of advocacy, outreach and member training events (e.g., Alliance Annual Meeting, Advocacy Day, J-Day)
- Using Google Analytics and Facebook Insights, provided monthly reports on social media/website data
- Produced video on member impact stories for Alliance's YouTube channel and the website
- Managed the internship program (in charge of interviewing, hiring and managing interns)

### **Staff Reporter, American University, District Wire News**

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

### **Project Coordinator, PBS**

Arlington, VA | 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

### **Volunteer Events Coordinator, World Affairs Councils**

Washington, DC | September 2013 - June 2015

- Coordinated press/media coverage of 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

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## **Relevant Internships**

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Communications Intern, **United Nations Information Center**, Washington, D.C. (May – Sept. 2017)

Digital and Social Media Intern, **Discovery Communications**, Silver Spring, MD (Jan. 2017 – May 2017)

Broadcast & Video Editing Intern, **Voice of America**, Washington, D.C. (Dec. 2013 – June 2014)

Digital & Broadcast Media Intern, **National Public Radio (NPR)**, Washington, D.C. (Sept. 2014 – Jan 2015)

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## **Other Activities**

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**National Association of Black Journalists**, *Member*

**United Nations Association – NCA**, *Member*

**Toastmasters International**, *Member*