

Amanda Westfall

www.amandawestfall.com

Profile	Communications strategist, project director, and writer with 15+ years leading global behavior change campaigns and storytelling for UN agencies and international organizations. Proven track record managing cross-cultural teams and multi-country communications strategies across Africa, Latin America, the U.S. and Europe. Founder of Ninu Digital, a behavior change and digital communications studio for the Americas. Author of Gut Love, a full-length memoir currently in publication. Fluent in English and Spanish; high proficiency in French and Portuguese.		
Skills	Strategic Leadership • Project direction & team leadership for behavior change and communications campaigns • Development & implementation of multi-country communications strategies • Donor engagement & partnership coordination • Program design, management & results tracking for the UN sector	Communications & Content • Writing, editing & storytelling for reports, briefs, speeches, and human-interest stories • Production of advocacy materials for diverse audiences • Social behavior change communication (SBC) campaign design & roll-out • Website structure, user pathways & digital content strategy	Analysis & Facilitation • Research, audience insights, and social listening for targeted messaging • Data analysis, statistics & knowledge management systems • Design & facilitation of trainings, workshops & field missions • Multi-language communication: fluent in English & Spanish; high proficiency in French & Portuguese
Employment	Founder & Director, Ninu Digital <i>Buenos Aires, Argentina January 2025 – Present</i> • Founded and launched Ninu Digital, a behavior change and digital communications studio focused on the Americas — overseeing all startup operations from business registration and website design to building the team and client base. • Lead project direction for multi-country behavior change strategies and campaigns in partnership with Rain Barrel Communications; current project includes designing and implementing a seven-country adolescent pregnancy prevention campaign for UNFPA Latin America. • Managed digital fundraising strategy for Common Thread (Utah-based NGO supporting youth affected by foster care) — developed new messaging, digital funnels, web content, and advertising materials to grow donor engagement. • Directed new web structure, language, branding, and content calendar for WaterWorkout.com, modernizing a niche fitness product for a broader e-commerce audience. • Supervise creative teams producing social media content, web copy, research reports, and designed assets tailored to regional and local contexts. Communications Consultant, UNICEF <i>Global, Remote-based support 2022 August – Present</i> • Currently providing consulting services for UNICEF, supporting the development of communication strategies and campaigns, crafting web stories, scripting videos, writing and designing reports, updating websites, editing text, and designing documents. My roles include: ○ UNICEF Ukraine - Education Section (April 2024 - Present) ○ UNICEF Supply Division - Product Innovation Centre (Aug 2022 – Dec 2024) ○ UNICEF Health Programme Group - Medical Oxygen (Jan 2024 – Dec 2024) Director and Team Leader, Rain Barrel Communications <i>New York, USA (2021 May – 2025 May)</i> • Managed global SBC and digital communications projects for United Nations clients. • Part of the core management team that grew and improved the business. • Led the development of a new work area: Integrating SBC with external communications while using social media tools to understand behaviors (i.e. social listening) and ensure messages meet intended audiences (i.e. digital ads). • Supported the company's transition to launch a new "tech for good" partner company, <i>Rain Barrel Labs</i>, which focuses on empowering communities through cutting-edge technology and innovation to create sustainable solutions. • Projects I was involved in:		

- UNICEF Laos | Project Director & Team Lead | 7 months | Managed adolescent nutrition behavior research; oversaw comprehensive data collection, analysis, and report production.
- UNICEF Belize | Project Director & Team Lead | 8 months | Developed SBC strategy for Country Programme; analyzed past trends, crafted SBC strategies, organized local training for UNICEF and government.
- UNICEF South Africa | Project Director | 8 months | Led a nationwide campaign on nutrition and healthy lifestyles for youth; exceeded awareness goals by 20x, reaching 2.34 million youth.
- UN Women Argentina | Project Director & Team Lead | 4 months | Directed digital campaign against gender violence; reached 3 million with survivor videos during the "16 Days of Activism" global campaign.
- UN Women Argentina | Project Director | 4 months | Led campaign promoting female empowerment through sports; garnered 10 million impressions and 10,000 new followers.
- UNICEF Venezuela | Project Director & Team Lead | 4 months | Managed a social behavior change capacity building project for UNICEF and government staff in Venezuela.
- UNICEF Ecuador | Project Director & Team Lead | 5 months | Advocated for children's rights and government support during emergencies via a political advocacy strategy linked to a digital campaign.
- UNICEF Venezuela | Project Director & Team Lead | 9 months | Produced and managed an integrated vaccination campaign combining digital strategies with community engagement.

Innovation Communications Specialist, UNICEF

Copenhagen, Denmark (2019 Sep – 2021 July)

- Built and implemented a new communications strategy for UNICEF's Product Innovation Centre.
- Created a new website, over 17 web articles, 15 project briefs, 6 film scripts while guiding professional film companies towards final production, and other materials such as social media packets, press releases, proposals, and factsheets.
- Managed COVID-19 communications on oxygen for UNICEF, including the development of web articles and videos which led to global coverage of UNICEF's oxygen response via the NY Times and BBC.
- Streamlined communications across multiple UNICEF sections (global, innovation, supply division, country offices).

Communications & Resource Mobilization, UNICEF

Addis Ababa, Ethiopia (2017 May – 2019 April)

- Developed and implemented a communications and resource mobilization strategy for UNICEF's education program, which was mirrored and used in other UNICEF Ethiopia program sections.
- Wrote, edited, and designed materials that demonstrate the impact of UNICEF's work, including donor reports & proposals, press releases, human interest stories, advocacy briefs, photography exhibits, and video stories.
- Travelled to regions (including emergency zones, refugee camps, and pastoralist areas) to perform qualitative field research for developing advocacy and communications materials.

Manager II, Global Programs & Field Engagement, UNICEF USA

New York, NY (2014 Feb – 2017 Feb)

- *Created the Field Visit Program:* Developed a new program to streamline all field visits and adhere to financial, legal and security policies; created tools and databases including a 60-page program manual.
- *Facilitated over 40 field visits:* Strategically selected countries and programs to visit; developed itineraries that met donors needs with UNICEF priorities; produced professional briefing books.
- *Leveraged field visits to spread awareness and mobilize funds:* Utilized media assets and participant experiences to strengthen post-visit advocacy; executed field visit resource mobilization strategies.
- *Resource Mobilization & Communications:* Produced concept notes, proposals, and reports on UNICEF's programs; performed grant management duties to ensure funds were delivered on time and reporting requirements achieved.

Officer, Reporting & Resource Mobilization, WFP

Tegucigalpa, Honduras (2012 Sep – 2013 Aug)

- *Reporting:* Produced all organizational donor funding reports (i.e., annual Standard Project Reports, Executive Briefs, Food Security Reports, and Emergency Situation Reports).
- *Advocacy & Resource Mobilization:* Participated in meetings with government and donors to discuss partnerships; produced briefs, stories and donor visibility materials; organized advocacy campaigns and events.

Associate, Public Information & Communications, WFP

Brussels, Belgium (2011 Aug – 2012 Jul)

- **Events & Travel Facilitation:** Organized media missions to WFP field offices; coordinated events, including photo exhibits and high-level debates; produced external material on EU & WFP partnership.
- **Knowledge Management:** Created the internal WFP-EU Visibility Database to organize visibility materials from EU-funded WFP projects; created the internal WFP-EU Coordination Database to organize funding and policy information.

Policy & Communications Assistant, WFP

Brussels, Belgium (2011 Mar – 2011 Jul)

- **Policy:** Collaborated in writing policy papers and briefs; coordinated meetings and events; assisted in liaising with EU institutions; collaborated in producing the 2010 EU-UN Report & WFP/EU Brochure.
- **Research:** Managed the WFP operational database; produced research on funding trends.

Policy Assistant, Save the Children Europe Group

Brussels, Belgium (2010 May – 2010 Dec)

- Drafted policy documents, analyzed legislation, and facilitated policy meetings and events.
- Managed the office external website and collaborated in writing and editing the monthly newsletter.

Higher Education

Master of Arts (MA), International Development, The University of Kent at Brussels

Brussels, Belgium (2010 Jan – 2011 Apr)

- Produced core 14,000-word thesis entitled *Why is She Not a Citizen in her own State? An examination of the interconnected and multi-layered obstacles that interfere with efforts to prepare children for the responsibilities of citizenship in Haiti.*
- Qualitative field research in Haiti to analyze the obstacles to birth registration in developing countries.

Bachelor of Arts (BA), Behavioral Sciences, Concordia College New York – Liberal Arts Education

Bronxville, New York (2004 Sep - 2008 May)

- Produced core quantitative/qualitative research on dieting attitudes and behaviors.
- Summa Cum Laude (graduated 3rd in class) 3.95 Cumulative GPA.
- President's Academic and Volleyball Scholarship (2004 - 2008).
- Scholar Athlete & Highest Grade-Point-Average for Female Athlete Award, East Coast Conference.

Further Training & Experience

- **Author, Gut Love (2019–2025)**
Wrote, edited, and prepared a full-length narrative nonfiction memoir (500+ pages); currently in the self-publishing process.
- **UNICEF & Coursera completed training certificates (2015 – 2015)**
UNICEF: Climate Change; Communication for Development; Human Rights Perspective.
Coursera: Sustainable Cities; Social Norms, Social Change.
- **Volunteer, Ukraine Rule of Law Education Project (USAID-funded) Kiev, Ukraine (2011 Apr & 2010 Nov)**
Assisted U.S. Judges as they delivered legal education classes to Ukrainian university students.
- **English Teacher to Business Professionals, Pensaris Buenos Aires, Arg. (2009 Mar – 2009 Nov)**
Created and taught lessons to Accenture Consulting Company staff the correct uses of English.
- **Costa Rica Teaching English as a Foreign Language (TEFL) Samara, Costa Rica (2009 Jan)**
Completed 160 hours of training and obtained a TEFL certificate.

Credentials

- Languages: **English** (Native), **Spanish** (Fluent), **Portuguese** (High Intermediate), **French** (High Intermediate)
- Expertise in Microsoft Office Suite (OneDrive, Teams, Excel, Word, PowerPoint)
- Proficient in web-based communication platforms (Drupal, SharePoint, Zoom, WebEx, Fresh Desk)
- Skilled in Adobe Creative Cloud and design tools (Photoshop, Illustrator, Acrobat, Premiere Pro, Canva)
- Expertise in AI and digital communication tools for social listening, content development, audience research, funnel building, and targeted digital ads.
- Formal training in research and data systems (SPSS, Blackbaud BBCRM)
- Lived and worked across Argentina, Ethiopia, Denmark, Honduras, Belgium, and the U.S.; experienced in cross-cultural collaboration.