

Amanda Westfall

www.amandawestfall.com

Profile

Communications strategist, project director, and writer with 15+ years leading global campaigns and storytelling for international organizations. Produced hundreds of advocacy, donor, and knowledge products across the United Nations system, including articles, briefs, flagship reports, proposals, presentations, and multimedia campaign assets. 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. Author of *Alchemy of a Woman*, a full-length memoir published in December 2025. Fluent in English and Spanish; high proficiency in French and Portuguese.

Skills

Leadership & Communications

- Expertise in multi-country communications strategy and leadership for UN agencies and NGOs.
- Strong capabilities in donor engagement and partnership coordination.
- Proven ability to lead cross-cultural teams and align technical experts, leadership, and partners around clear narratives.
- Skilled in website development, content strategy, and advocacy campaign design.

Research, Data & Facilitation

- Qualitative research skills, including social listening and audience analysis to inform narrative development.
- Advanced ability to synthesize data, research findings, and program results into clear insights for reports, briefs, and publications.
- Expertise in designing and facilitating trainings, workshops, and field missions.
- Multi-language communication skills: English, Spanish, French and Portuguese.

Professional Writing & Editing

- Advanced writing and editing skills across reports, briefs, speeches, blogs, and long-form publications.
- Strong editorial leadership skills, including narrative structuring, tone and voice development, and guiding contributors from draft to publication-ready content.
- Specialized ability to translate complex technical, policy, and innovation research (e.g. education reform, medical oxygen, humanitarian supply chains) into compelling, accessible stories.

Current Employment

Writer & Communications Consultant, UNICEF Ukraine

Remote-based support for Kyiv Country Office | August 2024 – Present

- Provide communications, advocacy, and resource mobilization support to UNICEF Ukraine's Education and Adolescent Development and Participation (ADAP) sections.
- Lead the end-to-end development of programme briefs, presentations, communication strategies, and other knowledge products, including writing, editing, and design.
- Manage donor communications and grant reporting for multi-million-dollar programmes, producing clear, results-focused reporting for donors and partners.
- Collaborate with the Ministry of Education and Science of Ukraine to develop communication strategies and materials supporting national education reforms and advocacy priorities.
- Develop speeches, presentations, and advocacy materials for senior leadership at flagship events, including the Ukraine Recovery Conference.

Founder & Director, Ninu Digital

Global, Remote-based support | January 2025 – Present

- Founded and lead a digital communications and storytelling studio supporting UN agencies, NGOs, and businesses with research-driven communications, content, and digital strategy.
- Oversee business operations, client relationships, project delivery, and a network of communications, research, digital, and creative specialists.
- Maintain a strategic partnership with Rain Barrel Communications, providing digital communications and research expertise across UN projects. Examples include a seven-country UNFPA Latin America behavior change initiative, leading audience research and social listening and translating findings into country-specific communication strategies, messaging, and campaign assets; and a global research and assessment project examining UNICEF's U-Report platform.
- Lead communications and digital projects for NGOs and businesses, providing strategy, messaging, audience research, content development, branding, website development, and digital transformation support.

Former Employment

Director and Team Leader, Rain Barrel Communications

Remote-based support for New York, USA office | May 2021 – June 2025

- Managed global Social and Behavior Change (SBC) and digital communications projects for United Nations clients across multiple regions.
- Served as part of the core management team, contributing to the growth, strategic direction, and operational strengthening of the company.
- Selected project experience includes:
 - 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 Program; 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 & Health Communications Specialist, UNICEF Supply Division

Copenhagen, Denmark (Part-time, Aug 2022 – Dec 2024)

- Led communications and advocacy for UNICEF's global innovation and health portfolios within the Supply Division, supporting both the Product Innovation Centre and the Health Program Group with cohesive, strategic messaging.
- Directed global communications and advocacy for medical oxygen, producing stories, videos, and campaigns featured across UNICEF's global channels and partner platforms, and co-developing the communications and advocacy strategy for the Global Oxygen Alliance.
- Served as lead writer for the 2023 UNICEF Supply Annual Report, researching, writing, and producing three full chapters on innovation, product development, and supply resilience.
- Produced high-impact written and multimedia content on assistive technology innovations, promoting equitable access for children with disabilities.

Innovation Communications Specialist, UNICEF Supply Division

Copenhagen, Denmark (Sep 2019 – July 2021)

- 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 Specialist, UNICEF Ethiopia

Addis Ababa, Ethiopia (May 2017 – April 2019)

- 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.
- Traveled 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, USA (Feb 2014 – Feb 2017)

- *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.
- *Supported 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 Honduras

Tegucigalpa, Honduras (Sep 2012 – Aug 2013)

- *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, Policy & Communications, WFP Office to the European Union

Brussels, Belgium (Mar 2011 – Jul 2012)

- *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:* 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

Brussels, Belgium (May 2010 – Dec 2010)

- 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.

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

Brussels, Belgium (Jan 2010 – Apr 2011)

- 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

New York, USA (Sep 2004 – May 2008)

- 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.

**Higher
Education**

Further Training & Experience

- **Author, *Alchemy of a Woman* (2019–2025)**
Conceived, wrote, and managed the end-to-end editorial production of a 388-page narrative nonfiction memoir, including structural development, multiple rounds of editing, coordination with professional editors, and preparation for publication.
- **Substack Column: *Essays from a Global Mama* (2025–Present)**
Independent writing column exploring global politics, humanitarian work, motherhood, identity, and ethics through personal and analytical essays. Since launching in September 2025, published 14 original essays, building an engaged readership and distinct authorial voice.
- **UNICEF & Coursera completed training certificates (2015 – 2025)**
UNICEF: Climate Change; Communication for Development; Human Rights Perspective, among several others.
Coursera: Sustainable Cities; Social Norms, Social Change, among several others.
- **Volunteer, Ukraine Rule of Law Education Project (USAID-funded) Kiev, Ukraine (Apr 2011 & Nov 2010)**
Assisted U.S. Judges as they delivered legal education classes to Ukrainian university students.
- **English Teacher to Business Professionals, Pensaris Buenos Aires, Arg. (2009)**
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)**
Completed 160 hours of training and obtained a TEFL certificate.

Credentials

- **Languages:** English (Native), Spanish (Fluent), Portuguese & French (High Intermediate), Italian (Intermediate)
- **AI & Digital Tools:** Expert user of Claude (Anthropic), ChatGPT (OpenAI), and other generative AI systems for content development, audience research, and campaign optimization. Skilled in AI-driven social listening, data analysis, digital anthropology, and funnel building for targeted outreach.
- **Web Design & Platforms:** Advanced experience designing and managing websites on Wix, Squarespace, WordPress, and Drupal, with integrated SEO, e-commerce, and digital communication pathways.
- **Creative & Design Software:** Skilled in Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, Acrobat) and Canva for branding, visual design, and multimedia content.
- **Data & Knowledge Systems:** Proficient in Microsoft Office Suite (Teams, Excel, Word, PowerPoint); experienced in research/data systems (SPSS, Blackbaud BBCRM).
- **Cross-cultural Collaboration:** Lived and worked across Argentina, Ethiopia, Denmark, Honduras, Belgium, and the U.S.; adept at leading global teams in complex, multicultural environments.