

NATALIE ALM

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Summary

Mission-driven communications “jill of all trades” with 12+ years of global and cross-sectoral experience. Skilled in managing multi-channel content pipelines, identifying opportunities for thought leadership, and optimizing digital engagement. Proven ability to translate complex global development topics into compelling narratives that drive awareness, partnership, and impact. Adept at managing teams, liaising with diverse stakeholders, and aligning communications with organizational messaging and goals. Creative thinker with high attention to detail.

Work Experience

DAI, Bethesda, MD

Director of Communications and Knowledge Management, USAID INRM, October 2024-present

Oversee communications and knowledge management for the USAID Integrated Natural Resource Management (INRM) activity, leading a team of 4 staff and 12+ consultants.

- Ensure creative, timely, and targeted communications support for project activities and manage a pipeline of 100+ products and reports from conceptualization to publication and dissemination.
- Develop and execute high-impact outreach strategies to foster collaboration across USAID initiatives.
- Implement a website and social media analytics strategy to optimize performance metrics for reports.

Strategic Communications Advisor/Communications Advisor, USAID INVEST, March 2022-September 2024

Developed and executed programmatic communications for USAID’s flagship blended finance project.

- Published 20+ blogs and op eds on U.S. government sites and in social impact media outlets.
- Produced regular presentations, press releases and pitches, and social and digital content; edited and designed 12+ flagship publications and resource guides.
- Advised technical teams and project partners to ensure compliance with messaging and branding.
- Liaised with monitoring, evaluation, and learning team to share lessons learned via publications and events, from small webinars to large in-person convenings of 100+ attendees.

Aspen Network of Development Entrepreneurs (ANDE), Aspen Institute, Washington, DC

Senior Communications Manager/Communications Manager, August 2019-March 2022

Led a team of 2 communications staff and multiple vendors to plan and implement the organization’s strategic communications strategy to support entrepreneurs in emerging markets, including managing external communications at headquarters level and providing guidance to 8 regional offices.

- Oversaw a year-long organization-wide visual rebrand and website redesign process.
- Co-authored the organization’s first-ever advocacy communications strategy.
- Optimized digital engagement for 2 Annual Conferences, made virtual due to the pandemic.
- Directed content development and dissemination across email, website, and social media channels, including thought leadership and media placements.

Wildlife Conservation Society (WCS), Lima, Peru; Washington, DC

Program Manager/Program Officer, Andes-Amazon-Orinoco, May 2016-August 2019

Oversaw grants and project administration for daily operation of field programs in Peru, Bolivia, Ecuador, Colombia, and Brazil, including strategic planning, proposal development, monitoring and reporting, and budget management for awards ranging from \$5,000 to \$5 million.

- Led regional internal and external organizational communications and managed trilingual communications portfolio for the Amazon Waters Initiative, a partnership of 30+ organizations.
- Increased visibility of program among U.S. government agencies, partners, and donors.

U.S. Department of State (contractor with WWC Global), Washington, DC

Site Lead, June 2015-May 2016

On top of communications role, served as principal liaison between company and client. Supervised 3 other contract employees and 2 interns, including recruiting, onboarding, and performance management.

Communications Specialist, Secretary's Office of Global Partnerships, July 2014-May 2016

Oversaw communications portfolio for office, including designing and executing overall long-term communications and outreach strategies for office and over a dozen partnerships and initiatives.

- Published regular releases, blogs, and other publications on Department platforms, drafted speeches and briefings for senior leadership, and managed 10+ social media accounts for different initiatives.
- Maintained updated materials and liaised with partners, Department public affairs, and the media.

Analyst, Bureau of Consular Affairs, Office of the Comptroller, January 2014-July 2014

Project managed FY2016 budget formulation process for Bureau with \$3+ billion budget.

- Drafted guidance, budget templates, and narrative reports for data call to other offices in the Bureau.
- Reviewed and consolidated submissions and prepared summaries for the Department level and above.
- Led meetings with office leadership and tracked all deliverables for on-time delivery, securing favorable feedback from all Bureau stakeholders in the after-action review.

Partnerships Coordinator, Secretary's Office of Global Partnerships, August 2013-January 2014

Provided administrative, logistical, and content creation support to office and senior staff.

- Supported participation of leadership in international fora including the U.N. General Assembly.

The Tandana Foundation, Otavalo, Ecuador

Program Coordinator, February 2011 - August 2011

Served as sole in-country representative for the Foundation's work in a rural indigenous community.

- Coordinated and led all components of 5 volunteer group trips, managing all logistics and finances and working with community leaders to design appropriate service projects and cultural activities.
- Taught English to children in 4 grade levels in the local rural primary school.
- Secured follow up medical care in the Ecuadorian health system for patients treated on volunteer trips.

Fulbright Commission, Mendoza, Argentina

English Teaching Assistant, March 2010 - December 2010

Under a Fulbright award, the U.S. government's flagship international educational exchange program, served as cultural liaison in English courses for 50+ students at a tertiary institute.

- Taught weekly lessons and conversation classes on American culture, politics, literature, and language.
- Conducted research on volunteerism in Argentina and volunteered with 2 local organizations.

Education

Master of Public Administration / Master of Arts in International Relations, Syracuse University, 2013

- Dual MPA and MAIR degrees from Maxwell School of Public Affairs
- Consulting project for USAID: Literature Review of Impact Evaluations of Rule of Law Programming
- Foreign Language and Area Studies paid summer fellowship to study Kichwa in the Ecuadorian Amazon

Bachelor of Arts (BA), Washington University in St. Louis, 2009

- Majors: International and Area Studies (concentration in Latin American Studies), Spanish, English
- Honors: Summa cum laude, Phi Beta Kappa, Dean's List every semester, National Merit Scholar

Skills and Expertise

Strategic communications and branding: Messaging development – Thought leadership – Knowledge management – Public relations and media outreach – Stakeholder engagement – Event and conference management – Content development and editorial oversight – Copyediting and translation – Analytical skills

Digital communications and content strategy: Social media management – Web development, website management, SEO (WordPress, Squarespace, Google Analytics) – Graphic design (Canva, basic Adobe Suite)

Project and workflow optimization: Project management (Asana, Monday.com) – Monitoring, evaluation, and learning (MEL) and research communications – Multi-stakeholder collaboration

Language: Spanish (professional fluency) – Portuguese (intermediate written proficiency); Kichwa (basic)