
NAYRI APELIAN

COMMUNICATIONS MANAGER AND RESILIENCY SPECIALIST

Research-oriented communications manager and resiliency specialist with 8 years of experience in nonprofits. Diligently supports community resiliency missions through research, analysis, policy development, and public outreach/communications. Expertly collaborates with international and domestic stakeholders to support the development of deliverables that effectively present key insights, solutions, and outcomes.

Core Competencies

Community Resiliency • Public Outreach • Project Management • Communications • Teamwork
Research • Analysis • Education Sector • Analytical Techniques and Tools • Reporting • Gender Equity
Stakeholder Engagement • Program Management • Agenda Development • Social Media Marketing
Policy Development • Presentations • Budget Management • Verbal and Written Communication

EXPERIENCE

Caregiver to Ailing Mother

2019–Present

PAAJAF FOUNDATION (education nonprofit)

Mallam, Ghana

Communications Manager

2011–2019

- As a United Nations volunteer, led communications operations to advance the quality of life of children and adults in Ghana through education, managing budget and overseeing fundraising efforts for 27 projects.
- Conducted community resilience research, identifying socioeconomic, infrastructural, and gender equality issues in the region.
- Developed policy used to provide Ghanaian children with safe places to learn.
- Researched and analyzed communications needs of outreach programs, using standard analytical techniques and tools to create website content that drove traffic and increased engagement.
- Supported development of work products and deliverables, clearly presenting insights, approaches, and outcomes; e.g., helped create scholarship program for children in Ghana.
- Collaborated with team to design, develop, and produce internal/external communications and engagement materials, creating fundraising websites and social media marketing.
- Developed communications products used on the website, in email campaigns, and in meetings with donors, including fact sheets, web content, articles, and newsletters.
- Directed crowdfunding campaign, establishing marketing strategy deployed across 165 countries.
- Created strategic partnerships with U.N. and regional leaders, exceeding donation goals for the 27 projects.
- Earned a Certificate of Appreciation for dedication, fundraising success, and communication skills.

STUDENTMENTOR.ORG (through the White House: United We Serve)

San Francisco, CA

Mentor and Communications Specialist

2011–2014

- Provided mentorship (primarily in journalism and communications) to 20 college students, delivering individualized resume, job/internship application, and scholarship coaching.
- Guided and provided advising on selection of academic courses and conduct of research that fit career goals, including for social media marketing, branding, and communications.

NAYRI APELIAN, PAGE 2

EXPERIENCE, continued

LOS ANGELES REGIONAL FOOD BANK—FEEDING AMERICA (nonprofit) Los Angeles, CA
Fundraiser 2011–2014

- Through the White House: United We Serve initiative, developed communications and fundraising materials benefiting 300,000 monthly recipients of services, creating digital food drives that supported 4,400 disadvantaged families.
- Prepared funding requests and follow-up reports that were presented to strategic partners and donors, strengthening engagement and ensuring ongoing support of community resiliency programs.
- Designed tailored fundraising campaigns to engage local businesses, securing funding from real estate firms and associations.
- Researched and assisted with policy development for community resilience efforts, evaluating local cost of living, wages, and food insecurity. Identified 1 in 4 local children as food insecure.
- Used standard analytical techniques and tools to conduct research and analysis, presenting clearly defined assumptions and outcomes to internal/external stakeholders.
- Assisted with the development of work products and deliverables, delivering insights to strategic partners and donor prospects to increase engagement.
- Coordinated with team to produce and consult on a variety of internal/external communications and engagement materials, designing website content and promoting campaigns on social media.
- Tailored organizational and public communications strategies to community leaders, stakeholders, and the general public, leveraging fundraising websites to increase awareness.
- Provided support for stakeholder engagement efforts, such as assisting with the operations of a rapid food distribution program that delivered food to 700+ agencies at over 900 local sites.

EDUCATION

- **Bachelor of Arts**, communications, Marymount University, Arlington, VA

ADDITIONAL INFORMATION

- **Technical Skills:** Google Suite, Blackboard, Canvas, Google Classroom, Twitter, Facebook, Instagram, LinkedIn, TikTok, Medium, Microsoft OneDrive, OneNote, Teams, and Office Suite (Word, Excel, PowerPoint, Outlook)
- **Certification:** Teaching English to Speakers of Another Language/Teaching English as a Second Language (TESOL/TESL) Certification, Oxford Seminars, Northridge, CA, 2008
- **Foreign Languages:** Fluent in Armenian with basic Russian