

**Luis Fernando Arévalo Muralles**

Communications and Knowledge | Strategic Communications | Knowledge Management advisor  
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## PROFESSIONAL SUMMARY

Knowledge Management and Strategic Communications Consultant with 18+ years of experience supporting international development and cooperation programs, including assignments with the World Bank, Oxfam, and USAID-funded initiatives. Experienced in strategic communications, knowledge management systems, and the development of learning and communication products that translate complex governance, environmental, and social topics into clear, accessible content for government counterparts, implementing agencies, and international partners. Fluent in Spanish and English, with extensive experience working in multicultural environments and supporting programme implementation, institutional learning, and stakeholder engagement.

## CORE COMPETENCIES

- Strategic Communication
- Knowledge Management Systems
- Internal & External Communications
- Stakeholder Engagement
- Governance & Public Policy Communication
- Instructional design
- Content Strategy & Storytelling
- Monitoring & Reporting
- Digital Learning
- SharePoint & Microsoft 365
- Communication Metrics & Dashboards

## PROFESSIONAL EXPERIENCE

### Instructional Design & Knowledge Management Consultant

World Bank Group / SESAN | 12/2025 – 02/2026

- Designed and developed a virtual training course on Governance Monitoring & Evaluation in Food and Nutrition Security for municipal-level teams in Guatemala.
- Led instructional design and course architecture using Moodle LMS.
- Produced interactive learning materials, including short videos, infographics, and assessments.
- Translated technical governance frameworks into accessible learning content for field-level practitioners.
- Configured course navigation, evaluation tools, and completion tracking within the learning platform.

### Communications & Knowledge Management Consultant

Oxfam International | 09/2025 – 12/2025

- Designed guides, training materials, and infographics for learning processes.
- Facilitated a virtual community of practice for knowledge exchange.
- Supported culturally appropriate communication strategies and documentation practices.

### Communications & Knowledge Management Specialist

USAID – Jhpiego | 10/2021 – 04/2025

- Led communication strategies aligned with donor requirements and programme objectives.
- Managed and curated over 1,500 documents in SharePoint.
- Produced newsletters, dashboards, briefs, and multimedia materials.
- Organized knowledge-sharing events to enhance coordination and reduce information silos.
- Coordinated reporting dashboards with monitoring teams.

### **Regional Communications Coordinator**

Universidad del Valle de Guatemala | 02/2020 – 07/2020

- Increased engagement by 25% through coordinated regional campaigns.
- Developed newsletters and structured communication materials.
- Strengthened media partnerships and regional visibility.

### **Communications Specialist**

USAID – UVG | 04/2017 – 02/2020

- Developed briefs, outreach materials, and dissemination tools.
- Supported high-level events and stakeholder dialogues.
- Implemented communication performance measurement systems.

### **Alliances & Institutional Communication Specialist**

USAID – URC | 09/2014 – 04/2017

- Built 20+ strategic partnerships with NGOs, UN agencies, and government stakeholders.
- Executed communication strategies and joint campaigns.
- Drafted MoUs and quarterly communication reports.

### **SBCC Technical Officer**

USAID – FHI360 | 10/2010 – 10/2012

- Developed SBCC tools and facilitated training sessions.
- Strengthened local capacity through coordination and message alignment.

### **Development Communication & Community Outreach Roles**

Different USAID projects and initiatives | 2004 – 2010

*In early development communication roles, I supported community-based and donor-funded initiatives in health, literacy, nutrition, and youth engagement.*

- Led awareness campaigns and coordinated local stakeholder engagement.
- Developed educational materials and community outreach tools.
- Worked with indigenous organizations, women's networks, and local governments.
- Contributed to documentation, systematization, and dissemination of programme experiences

### **EDUCATION**

B.A. in Architecture – Universidad Rafael Landívar, Guatemala

### **LANGUAGES**

- Spanish – Native
- English – Fluent