

Luis Fernando Arévalo Muralles

Strategic Communications | Knowledge Management

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PROFESSIONAL PROFILE

Social and Behavior Change (SBC/SBCC), strategic communications, and knowledge management specialist with 20+ years of experience supporting international development programs in Guatemala and Latin America. Extensive experience in nutrition, maternal and child health, food and nutrition security, public health, and community development through USAID-funded programs, the World Bank, Oxfam, and partnerships with public institutions.

Experienced in designing and implementing behavior change and communication strategies, translating technical evidence into accessible messages and materials, coordinating implementing partners and public institutions, building strategic partnerships, and documenting results and lessons learned. Background includes direct SBCC work in nutrition and maternal and child health, community-level nutrition initiatives in Guatemala's Western Highlands, and food and nutrition security governance with municipal-level stakeholders.

CORE COMPETENCIES

Social and Behavior Change (SBC/SBCC) | Nutrition & Maternal and Child Health | Food & Nutrition Security | Strategic Communications | Community Engagement | Strategic Partnerships & Stakeholder Coordination | Knowledge Management & Organizational Learning | Evidence-Based Communication | Content & Message Development | Capacity Strengthening & Facilitation | Campaign and Outreach Materials | Monitoring, Documentation & Lessons Learned | Branding & Visibility Compliance | Microsoft 365 & SharePoint

SELECTED PROFESSIONAL EXPERIENCE

Instructional Design Consultant | World Bank / SESAN

12/2025 to 03/2026

- Designed and developed a two-module virtual training program on governance monitoring and evaluation in food and nutrition security for approximately 100 SESAN municipal monitors in Guatemala.
- Translated complex food security and governance frameworks into practical and accessible content through infographics, videos, audio, assessments, and interactive activities in MoodleCloud.
- Structured the learning experience, navigation, evaluation, and progress tracking, leaving reusable resources for future institutional capacity-strengthening initiatives.

Communications and Knowledge Management Consultant | Oxfam International

09/2025 to 12/2025

- Documented the experiences and needs of Indigenous and community-based organizations through assessment, facilitation, and collaborative work with partners in two regions of Guatemala.
- Launched a community of practice with 35 participants from two regions, creating mechanisms for knowledge exchange and organizational learning that continued operating after project closeout.

Communications and Knowledge Management Specialist | USAID / Jhpiego

10/2021 to 04/2025

- Designed and implemented communications and knowledge management strategies for a USAID-funded health and nutrition project in two departments of Guatemala's Western Highlands, coordinating with three implementing partners and the Ministry of Public Health and Social Assistance.
- Reviewed, designed, and supported the promotion of nutrition materials, including recipe guides for pregnant women and families with children under three, translating technical nutrition guidance into practical and accessible information for priority audiences.
- Coordinated content planning, technical review, and approval with nutrition, health, monitoring and evaluation, and implementing partner teams, ensuring message consistency, technical quality, and compliance with USAID branding and visibility requirements.
- Organized and managed an institutional SharePoint repository containing more than 1,500 documents, strengthening access to information, institutional memory, and project continuity.

Risk Communication and SBCC Consultant | Palladium / HEP+

07/2021 to 10/2021

- Analyzed survey findings on perceptions, concerns, trust, and COVID-19 vaccine hesitancy among healthcare workers and patients.

- Developed evidence-based strategic recommendations on behavioral barriers, trusted information sources, communication channels, and intercultural considerations to guide Ministry of Health communications.

Regional Communications Coordinator | Universidad del Valle de Guatemala

02/2020 to 07/2020

- Led regional communications for an early grade literacy initiative across five countries, coordinating with ministries of education, specialists, teachers, and project partners and planned and produced communication materials and regional events to disseminate evidence, strengthen stakeholder participation, and increase regional visibility.

Communications Specialist | USAID / Universidad del Valle de Guatemala

04/2017 to 02/2020

- Developed and implemented the communications strategy for a public policy project covering food and nutrition security, environment, health and nutrition, economic development, and rural development.
- Translated research findings into policy briefs, newsletters, institutional materials, and outreach products for academic, business, government, and civil society stakeholders.
- Facilitated dialogue and events with business associations, public authorities, Indigenous organizations, academics, and think tanks, bringing technical evidence into public discussion and decision-making.
- Redesigned the material planning, review, and production workflow, reducing turnaround time by 50% while improving the clarity and timeliness of communication products.

Communications and Institutional Partnerships Specialist | USAID / URC

09/2014 to 04/2017

- Defined the communications strategy for the NutriSalud program, supporting initiatives aimed at improving nutrition and health practices in communities of Guatemala's Western Highlands.
- Built more than 20 strategic partnerships with civil society organizations, international agencies, and public institutions, expanding program coordination and reach.
- Coordinated joint initiatives with partner organizations to promote nutrition and health strategies and practices among field teams, communities, and institutional stakeholders.
- Supported communication and outreach around nutrition approaches, including Positive Deviance/Hearth, to strengthen community engagement and adoption of improved nutrition practices.

SBCC Technical Officer | C-Change / USAID / FHI 360

01/2010 to 10/2012

- Implemented Social and Behavior Change Communication (SBCC) strategies addressing nutrition, maternal and child health, reproductive health, and HIV in USAID-funded programs in Guatemala.
- Translated technical behavioral frameworks into practical messages, guides, tools, and communication materials for communities and implementing partners, supporting the adoption of health and nutrition practices.
- Designed and facilitated training sessions to strengthen local capacity in SBCC methodologies and ensure consistent messaging across implementing teams.

TOOLS AND DIGITAL PLATFORMS

Microsoft 365 | SharePoint | Viva Engage | Google Workspace | Canva | Adobe Illustrator, Photoshop and InDesign | Genially | Moodle | Generative AI | NotebookLM

EDUCATION, CERTIFICATIONS, AND LANGUAGES

Architecture, Universidad Rafael Landívar, Guatemala. Training applied to visual thinking, information organization, and structured problem-solving in communications.

Recent certifications: Design Thinking for Innovation, University of Virginia / Coursera (2026); McKinsey Forward, McKinsey.org (2026); Social Media Engagement, World Bank Group (2026); AI Governance and Compliance, Udemy (2026); Introduction to Artificial Intelligence, Santander (2025); Storytelling and Data Persuasion, INCAE (2023); Diploma in Strategic Communications, INTECAP (2020).

Languages: Spanish: Native | English: Advanced working proficiency.

PUBLICATIONS AND PROFESSIONAL PRESENCE

Blog and portfolio at ferargt.org, featuring original content on strategic communications, Communication for Development, knowledge management, and artificial intelligence. Creator of the podcast "Comunicación y Desarrollo" and author of original content in Spanish and English on LinkedIn, Medium, and Substack.