

Luis Fernando Arévalo Muralles

Senior Communication and Knowledge Specialist



Personal details



Luis Fernando Arévalo Muralles



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Skills

Microsoft Windows	●●●●●
Design Software	●●●●●
Mac System	●●●●●
Social Media Management	●●●●●
Good Human Relations	●●●●●
Decision Making and administrative skills	●●●●●
Assertive communication Skills	●●●●●
Team work person	●●●●●
Conflict resolution	●●●●●
Adaptability to different scenarios	●●●●●

Profile

Senior communications specialist with 18+ years of expertise in social behavior change, knowledge management, and international development. Proven success in International Agencies of Cooperation initiatives, stakeholder engagement, and communication and digital strategy.

Education

B.A. Architecture

Universidad Rafael Landivar, Guatemala

Jan 1984 - Aug 1990

Employment

Communications and Knowledge Management Specialist

Oct 2021 - Present

Health And Nutrition Project implemented by USAID|Jhpiego, Guatemala

- Developed and executed a **comprehensive communication & knowledge management strategy** for USAID-funded health projects.
- Led content creation on **nutrition, maternal & child health, water & sanitation, gender, and Indigenous populations**.

Regional Communications Consultant

Feb 2020 - Jun 2020

RedLEI implemented by UVG, Central America

- Designed and implemented a **regional communication strategy** for **early literacy programs** in Central America and the Caribbean.
- Developed targeted **social media and internal communications** strategies to engage key audiences.

Communications Specialist

Apr 2017 - Feb 2020

Observatorio Económico Sostenible Implemented by USAID|UVG

- Led the **design and execution of public policy communication strategies** on **environmental issues, food security, and innovation**.
- Managed stakeholder communications to enhance policy adoption.
- Organizing events and presentations.

Alliances and institutional communication Specialist

Sep 2014 - Apr 2017

USAID|NutriSalud Implemented by URC

- Established **over 20 strategic alliances** with international agencies, NGOs, and government institutions to combat **chronic malnutrition**.
- Ensured compliance with **USAID branding and communication standards**.
- Design and publication of newsletters and success stories

SBCC Technical Officer

Jan 2010 - Oct 2012

C-Change implemented by USAID|FHI360

- Designed **Spanish-language SBCC strategies** for **nutrition, reproductive health, maternal & child health, and HIV**.
- Collaborated with USAID partners on **public health messaging**.

Languages

Spanish

English

Hobbies

- Photography
- Travel

Courses

Community Manager	2014
Photography	2014
Lighting in Photography	2014
Basic elements in photography	2014
Infographics	2012
Project Management	2015
Communications integrated marketing	2020
Introduction to social networks, goals and metrics	2020
Strategic communication	2020
Design thinking for innovation (in progress)	

Achievements

- Developed a communication plan that successfully engaged over 500 doctors in the private sector, enhancing collaboration with the Medical Board.
- Implemented a weekly newsletter system that efficiently communicated key health-related news, fostering community awareness and education.
- Conducted comprehensive media workshops for community leaders and journalists, significantly improving the accurate use of HIV-related language in public discussions.
- Supported strategic planning and communication initiatives that enhanced health and education services in vulnerable communities.

References

References available upon request.