

KIRBY A. ARAULLO

SACRAMENTO, CA | KIRBYARAULLO@GMAIL.COM | (530) 301-4002 | [LINKEDIN](#) | [PORTFOLIO](#)

Strategic, innovative, and results-driven digital communications professional with 11+ years of experience in community engagement, public relations, and media strategy. Proven expertise in strategic communication, brand messaging, and social media management, with a track record of driving public engagement and advancing policy initiatives. Passionate about public service, equity, and empowering communities through inclusive storytelling and collaboration. A precise communicator, effective collaborator, and leader, skilled at guiding diverse teams to deliver impactful, measurable results in fast-paced environments.

SKILLS

- Strategic Communication
- Brand Messaging and Positioning
- Persuasive Copywriting
- Social Platform Management
- Cross-Cultural Communication
- Audience Psychographics & Digital Strategy
- Influencer and Stakeholder Collaboration
- Project Management
- Content Development & Visual Communication
- Crisis Communications
- Digital Media Analytics & Monitoring
- Multilingual Communication

PROFESSIONAL EXPERIENCE

AMPLIFY SACRAMENTO | 2023 - PRESENT

Political Consultant & Communications Specialist

At Amplify Sacramento, I advanced progressive political campaigns and community initiatives. Strategic communication efforts were implemented to enhance campaign visibility and community engagement.

- **Strategic Communications Management:** Developed and implemented comprehensive communication strategies, ensuring alignment with organizational goals and public policy advocacy. Focused on message framing, media outreach, and stakeholder engagement to effectively support political candidates and causes within Sacramento.
- **Campaign Support & Advocacy:** Advised clients on public relations tactics, leveraging both traditional media channels and grassroots efforts to maximize outreach and influence. Ensured that campaign messages resonated with diverse communities and aligned with broader civic goals.
- **Community Engagement & Civic Participation:** Coordinated with various political and community organizations to create unified campaign messages, driving increased civic participation and fostering stronger community ties.
- **Media & Public Relations:** Crafted compelling media materials and communication strategies, safeguarding and enhancing the public image of campaigns and initiatives supported by Amplify Sacramento.

OFFICE OF MAYOR PRO TEM MAI VANG, CITY OF SACRAMENTO | 2022 – 2023

Communications Director

In the Office of Mayor Pro Tem Mai Vang, I championed equitable policies and community engagement in Sacramento. As Communications Director, I amplified strategic messaging, fortifying public trust and policy adherence.

- **Strategic Communications Management:** Led communication strategies, upholding alignment with policies & amplifying public health/safety messages within AANHPI and diverse communities, fortifying public adherence and community solidarity.
- **Policy Documentation & Advocacy:** Authored City Council Resolutions and Proclamations, translating complex policy frameworks into accessible formats, ensuring clarity, compliance, and resonance with both governmental objectives and community needs.
- **Constituent Service Management:** Navigated a caseload of both general and complex constituent service cases, coordinating with various city departments and community organizations, ensuring resolutions were in alignment with expectations.
- **Community Liaison & Event Execution:** Represented the office at 50+ community events and meetings, fostering relations and executing programs that championed racial justice and equity, enhancing community trust and engagement with city initiatives.
- **Media & Public Relations:** Crafted compelling media materials, ensuring clear, consistent, and impactful communication of the office's policy stances and initiatives, safeguarding and enhancing the office's public image and policy understanding.

NATIONAL ALLIANCE FOR FILIPINO CONCERNS (NAFCON) | 2019 – 2022

Communications Coordinator

NAFCON unites and empowers Filipino communities through advocacy and mobilization efforts across the U.S. The Communications Coordinator enhanced national unity via strategic media plans and grassroots mobilization.

- **National Program Development:** Developed and executed national programs, leveraging traditional press, digital, and social media to engage and unite Filipino American communities, thereby fostering a cohesive and empowered national network.
- **Strategic Media Planning:** Formulated a comprehensive strategic media plan, articulating NAFCON's mission and mobilizing 100+ grassroots organizations, local businesses, and institutions, thereby enhancing national unity and collective action.
- **Board Collaboration & Content Management:** Collaborated closely with the Board to manage content creation, prepare press materials, and identify service improvement opportunities, ensuring organizational coherence and stakeholder satisfaction.

DEPARTMENT OF ASIAN AMERICAN STUDIES, UC DAVIS | 2017 – 2019

Department Coordinator

As Department Coordinator for the Asian American Studies (ASA) Department, I helped to establish and manage the Bulosan Center for Filipino Studies, overseeing operations, community outreach, and advocacy efforts that significantly increased ASA's visibility and student enrollment.

- **Departmental Management:** Managed ASA department offices, including the George Kagiwada Research Library, and the Bulosan Center's office space under the direction of the Chair, and supervised 4 department interns. Ensured operational efficiency, resource availability, and a conducive environment for academic and research pursuits in Asian American studies.
- **Outreach & Community Engagement:** Led strategic student and community outreach efforts, including social media campaigns, workshops, and fundraising activities. Successfully increased ASA's visibility and student enrollment by amplifying student and civic involvement through educational opportunities, internships, lobby days, and symposiums while enhancing the Bulosan Center's impact within the academic and local communities.
- **Administrative Support & Student Retention:** Provided comprehensive administrative support to ASA faculty and the Student Affairs Officer. Developed and implemented educational programs, academic advising, and community resources to educate and retain Asian American students, while ensuring the seamless operation and advocacy efforts of the Bulosan Center.
- **Event Planning & Program Development:** Coordinated and executed key departmental and center events, such as the API & ME/SA Fall Welcome and various research and advocacy forums. These initiatives not only increased student recruitment but also strengthened alumni networks, reinforcing the department and center's role in promoting Asian American and Filipino studies, respectively.

LANGUAGES

English (Native) | Filipino/Tagalog (Native) | Kapampangan (Native) | Spanish (Advanced)

INFORMATION TECHNOLOGY SKILLS

Microsoft Office Suite | Adobe (Photoshop, Lightroom, Illustrator) | Canva | Facebook | Twitter | IG | LinkedIn | YouTube

PERSONAL PROJECTS

- **Animated Documentaries:** Conceptualized, designed, and produced animated documentaries tailored to educate and engage audiences on various subjects. List of clients include: Netflix, The California Endowment, History.com, etc.
- **Publication:** Authored several books, including a 300+ page book titled *The Fierce Women of Early Southeast Asia*, emphasizing gender equality and women's empowerment spanning from the 1st to the 18th centuries.
- **Digital Media Presence:**
 - **YouTube Channel (2012-Present):** Established a channel focusing on educational content related to Southeast Asian history and culture. Regularly design, produce, and edit videos, ensuring clarity of messaging and audience engagement. Currently, there are over 100K+ subscribers.
 - **Instagram & Facebook Page (2012-Present):** Disseminated educational multimedia content about Southeast Asian history and culture, reaching a wide audience and fostering community engagement through active engagement.

EDUCATION & PROFESSIONAL DEVELOPMENT

Harvard University | Graduate coursework in Government and History | 2015 - 2018

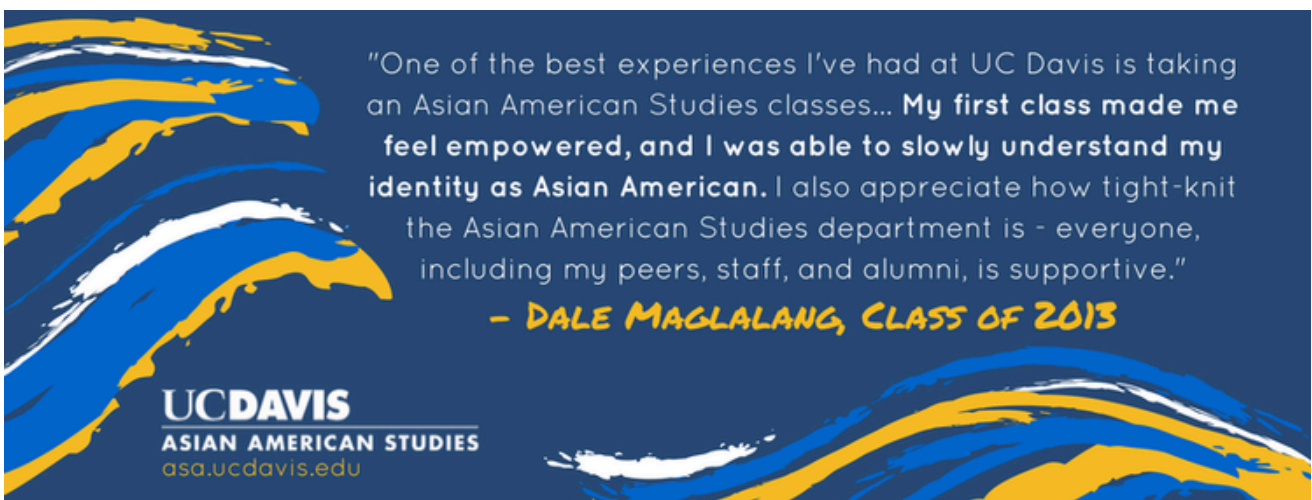
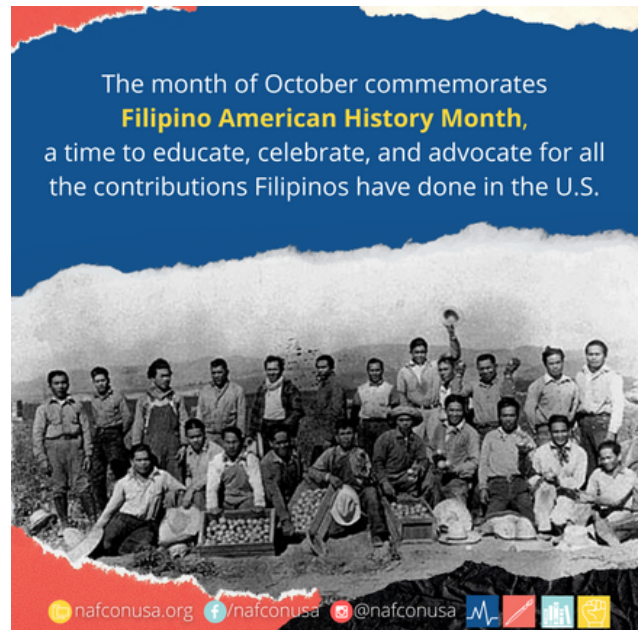
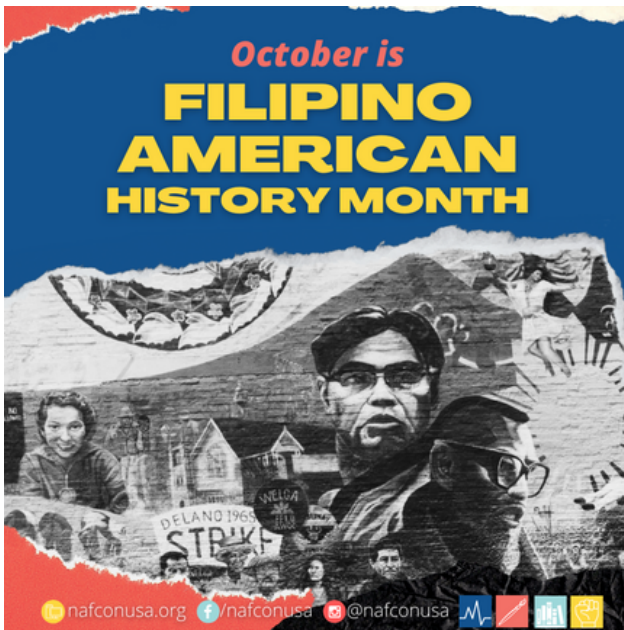
Université catholique de Louvain | International Human Rights Law Certificate, Coursework in International Law | 2018

University of California, Davis | Completed 208 units of credit towards a Bachelor's Degree in History | 2010 - 2014

References Available Upon Request

KIRBY A. ARAULLO

SACRAMENTO, CA | KIRBYARAULLO@GMAIL.COM | (530) 301-4002 | [LINKEDIN](#)



GRAPHICS DESIGN SAMPLES

KIRBY A. ARAULLO

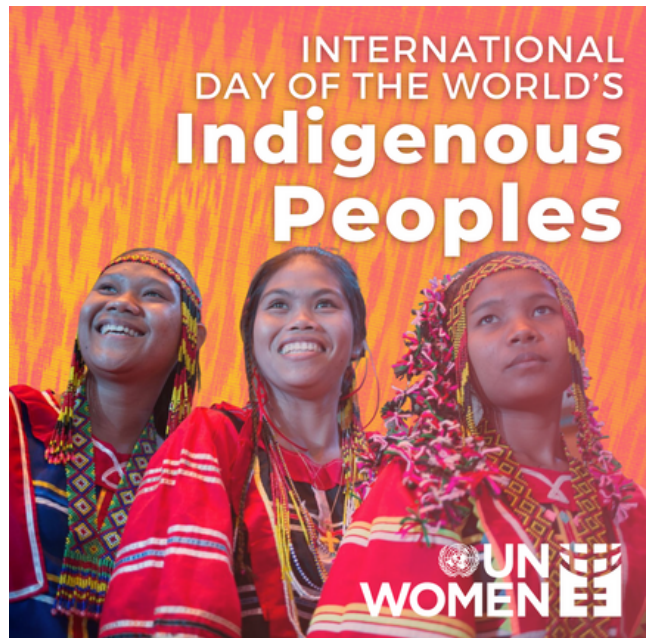
SACRAMENTO, CA | KIRBYARAULLO@GMAIL.COM | (530) 301-4002 | [LINKEDIN](#)



GRAPHICS DESIGN SAMPLES

KIRBY A. ARAULLO

SACRAMENTO, CA | KIRBYARAULLO@GMAIL.COM | (530) 301-4002 | [LINKEDIN](#)



GRAPHICS DESIGN SAMPLES