

KLARA KALU

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SUMMARY

Communications and media professional with 3+ years of experience leading digital storytelling, audience growth, grant communications, fundraising campaigns, newsletter marketing, website management, and event promotion across higher education, nonprofit, and public service organizations.

PROFFESIONAL EXPERIENCE

Watershed Lit/ The Cheuse Center (George Mason University)

Sep 2023 – Present

Manager in Media and Communication

- Lead communications strategy and planning for over 30 literary events, residencies, fellowships, and public programs annually across web, email, and social media channels.
- Write and distribute 2–3 monthly newsletters and campaign emails to 1,500 subscribers while managing content across 4 digital platforms reaching 5,000+ followers; increased audience engagement by 200%.
- Publish 15 monthly website updates, essays, event pages, and news posts and produce high-volume promotional graphics, flyers, and digital marketing assets.
- Draft grant narratives and donor-facing materials that contributed to securing over \$100K in external funding for literary programming and international arts initiatives.

Partnership for Public Service (Washington, DC)

Jan 2026 – May 2026

Intern, Communications Team

- Produced and edited 5 feature articles/blogs, newsletter copy, LinkedIn posts, and digital campaign materials supporting national federal workforce advocacy initiatives.
- Researched policy reports and stakeholder data to create concise communications assets for public-facing and internal campaigns.
- Managed editorial drafts, scheduling, and revision timelines across simultaneous communications projects in a deadline-driven nonprofit environment.

Slum2School Africa (Lagos, Nigeria)

Jun 2023 – Aug 2023

Media Team Lead

- Led a multidisciplinary team of media professionals in executing strategic communication campaigns to raise awareness and support for Slum2school's mission of providing education to children living in slums.
- Directed communications campaigns promoting educational access for underserved children and led donor storytelling for a fundraising initiative that grossed \$50K.

- Increased social media following by 150% in 3 months through targeted content strategy, platform optimization, and audience engagement.
- Produced multimedia videos, graphics, and beneficiary stories used in volunteer recruitment, sponsorship outreach, and donor communications.

Babelos Limited (Lagos, Nigeria)

Jul 2022 – Jun 2023

Content Writer

- Wrote SEO blogs, website copy, email campaigns, and social media content for multiple client-facing digital campaigns.
- Applied keyword research and Google Analytics insights to improve discoverability, audience retention, and content performance.
- Collaborated with the marketing team to develop content strategies aligned with company objectives and target audience.

EDUCATION

George Mason University, Fairfax, VA
MFA, Creative Writing (2023-2026)

Abia State University, Uturu, Abia State
O.D, Optometry (2015-2021)

CERTIFICATIONS

- Google: Attract and Engage Customers with Digital Marketing
- LinkedIn: Social Media Marketing: Strategy and Optimization
- Google: Foundations of Digital Marketing and E-commerce

SKILLS

- **Writing:** Microsoft Word, Google Docs
- **Data Analysis and Performance Measurement:** Airtable, Excel, Google Sheets
- **Digital & Social Media Strategy/ Management:** Google Ads, Youtube, Facebook, Instagram, X, TikTok
- **Newsletter & Email Marketing:** Constant Contact, Mailchimp
- **Photography, Video & Content Production:** Canva, CapCut, Adobe Premiere
- **Website Management:** WordPress, CHSS
- **Event Planning & Program Coordination:** Eventbrite, CHSS, Youtube Live, Zoom
- **Project Management:** Slack, Asana, Teams, Trello
- **SEO & Analytics:** Google Analytics, Meta Insights
- **Languages:** Fluent in English and Igbo