

KATIMA SALEH

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EXPERIENCE (*Maintain Active Secret Clearance*)

United States Agency for International Development (USAID), Washington, DC

Senior Communications & Policy Specialist, Critical Coordination Structure, Articus Solutions

2024 – 2025

- Led internal campaigns for the Emergency Response unit to boost crisis preparedness, staff awareness and share best practices.
- Worked closely with the evacuations team, delivering urgent, sensitive communications to impacted country offices (including Operation Allies Welcome and the war in Ukraine).
- Served as the internal communications lead within the Bureau for Legislative and Public Affairs, publishing intranet content, newsletters, and briefings to 12,000+ staff.

Change Management Lead, Private Sector Engagement Hub, Dexis Consulting Group

2023-2024

- Developed strategic communication and change management plans to promote the activities of USAID's Private Sector Engagement Hub, most notably the rollout of the agency's first enterprise-wide CRM platform (built on Salesforce).
- Created factsheets, branded templates, internal messaging, and training resources to drive CRM adoption across 80+ country missions.
- Developed the CRM's brand identity and produced the "Relationship Manager Spotlight" video series to humanize success stories.
- Successfully pitched a public-private partnership campaign to Salesforce, resulting in USAID's headlining the 2024 Salesforce World Tour.
- Created social media content for LinkedIn, X, and Exposure to spotlight USAID's private sector engagement impact.
- Collaborated with Federal News Network on blogs and podcast interviews highlighting USAID's CIO milestones and government innovation.

Internal Communications Specialist, Bureau for Legislative and Public Affairs, Dexis Consulting Group

2022-2023

- Identified employee engagement gaps and crafted content to reflect staff priorities, mission alignment, and leadership visibility.
- Drafted and distributed messaging on behalf of the USAID Administrator and leadership including congressional responses, employee appreciation, commemorative month emails, and scripts.
- Crafted executive remarks, speeches, and scripts that emphasized equity, empowerment, and USAID's global impact.
- Managed virtual and in-person events, coordinating invites, logistics, talking points, and real-time technical support.
- Led cross-platform storytelling campaigns to elevate USAID's initiatives, translating technical data into compelling values-aligned narratives.

Communications Specialist, Bureau for Management, Chenega

2020-2022

- Advised senior leadership on internal communication strategies to promote operational policy, management systems and reforms.
- Managed the internal and external communications of Bureau for Management with the Communications Director.
- Maintained webpages with using, Drupal, GovDelivery, and SharePoint ensuring timely, accessible content and layouts optimized for user experience and 508 compliances. Used Tableau and Google Analytics to assess engagement, performance and inform content strategy.

World Bank Group (WBG), Washington, DC

Internal and External Communications Consultant

2018 – 2020

- Supported employee engagement for 16,000+ staff through newsletters, intranet content, and campaigns aligned with organization's goals.
- Trained 200+ global content contributors on storytelling and intranet usage to ensure message clarity, consistency, and engagement.
- Managed the intranet revamp on SharePoint, enhancing navigation and content strategy resulting in a 37% increase in global staff traffic.
- Developed the "SnapShots" campaign, inviting staff to share photos and stories to boost engagement and cross-cultural connection.
- Produced internal videos and newsletters spotlighting global operations and staff voices, including a weekly video series with CEO Kristalina Georgieva, managing scripts, interviews, teleprompter, and editing.
- Designed and executed internal campaigns on women's economic empowerment, sustainability, and other global development priorities.
- Produced video scripts, multimedia content, and executive messaging supporting the IMF/WBG Annual and Spring Meetings.

- Supported visibility and reporting for the Umbrella Facility for Trade, authoring success stories, results briefs, and donor-facing materials.
- Promoted the “Community Connections Campaign” program that supports corporate philanthropy, volunteerism, and employee donations.
- Served as the Communications, Events, and Partnerships Chair for the WBG Youth to Youth (Y2Y) Community; cultivated recognition of young staff and amplified their voices through newsletters, internal branding, events, and fundraising.

Secretariat, 2019 WBG Youth Summit

- Designed the selection criteria and managed review of over 3,000 applications, securing visa invitations for participants from 120+ countries.
- Led the end-to-end planning of the Summit, including branding, messaging, and development of a three-day agenda for 250 global delegates.
- Managed cross-team logistics, fundraising, and budget oversight for one of the Bank's largest youth-led global event.

Gulf News, Dubai, United Arab Emirates

Multimedia and Video Intern, Gulf News TV

2016 – 2017

- Interned with the GNTV video department where I filmed and produced videos for gulfnews.com. Conducted in-studio and phone interviews.
- Pitched ideas for local entertainment, sports and cultural stories and news.
- Provided administrative help, managed bookings and acquired permits for film projects.

Broadcasting Board of Governors, Washington, DC

Programming and News Intern, Middle East Broadcasting Networks

2016

- Reviewed translated transcripts, audio, and subtitle translations, and wrote descriptions for programming guides in both Arabic and English.
- Prepared program scheduling, proofread channel grids, and evaluated potential program acquisitions.
- Created and published content and provided publicity support for MBN's television networks and radio.

SKILLS

Adobe	Web-based Platforms	Other	Languages
Premier Pro Photoshop	Drupal	Corporate and Internal Communications	English (Native)
Campaign Analytics	Microsoft SharePoint	News, Radio and Editorial Writing	Arabic (Native)

EDUCATION

American University, Washington DC	2016
School of Communication	
American University of Sharjah, United Arab Emirates	2017
Bachelor of Arts and Sciences: Mass Communications – Journalism; Minor in Marketing and Psychology; GPA: 3.5	