

# Christopher Allbritton

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## CORE COMPETENCIES

- Journalism
- Storytelling
- Writing/Editing
- Social Media Management (Talkwalker, Brandwatch, Hubspot)
- Website management (Wordpress)
- Email marketing (Mailchimp, Marketo)
- Audience Growth
- Editorial and Content Strategy
- Media Relations (MuckRack, Cision)

## EXPERIENCE

### FREELANCE JOURNALIST/MEDIA CONSULTANT

2003-present

- Founded [Back-to-Iraq.com](http://Back-to-Iraq.com) in 2002, demonstrating viability of crowdfunding for independent conflict journalism. Grew audience from zero to 50,000 unique daily readers through media outreach and promotion.
- Foreign correspondent and editor for the *Boston Globe*, *New York*, *TIME*, Reuters, *The Wall Street Journal*, *The Intercept*, *New York Daily News*, *San Francisco Chronicle*, and *Newsweek* in Iraq, Lebanon, Pakistan, South and Southeast Asia, and Colombia.
- Excelled in difficult environments, including Israel/Palestine, Lebanon, Egypt, Jordan, Iraq, Pakistan, Djibouti, Thailand, New Zealand, Colombia, Nigeria, Kenya, and Washington, DC.

#### KEY ACCOMPLISHMENTS

- Wrote the first story on the Sunni Awakening in Iraq for *TIME* in 2005.
- Featured subject matter expert (Iraq war policy) for Oscar-nominated documentary, "No End in Sight."
- Developed series of features on US naval operations during the global war on terror, reporting from Gulf of Aden, northern Persian Gulf, and the Arabian Sea.

### UNIDOSUS, Director of Media Relations

2020-2021

- Leverage strategic communications to inform debates and shape public policy on a broad range of issues affecting Latinos, including COVID-19 relief, health care, housing, immigration, income inequality, financial empowerment, and food assistance.
- Collaborate with policy, programs, social media and web content teams to grow audience, boost engagement, and amplify the advocacy efforts of the organization across multiple platforms and channels.

#### KEY ACCOMPLISHMENTS

- Led a team through a tremendous surge in work to support COVID-19 efforts, resulting in 75 percent increase in number of significant media hits for UnidosUS in major outlets, including *The New York Times*, *Washington Post*, *Politico*, *TIME*, *NPR*, *The Wall Street Journal*, and others over two quarters.
- Authored multiple op-eds that appeared in *The New York Times* and *Washington Post*, *The Hill*, and elsewhere, in both English and Spanish.

### REFUGEES INTERNATIONAL, Director of Communications

2019

- Managed the communications team in a fast-paced environment, including on social media strategies, managing budgets, report production, crisis communications, media relations, and media training of subject matter experts.
- Ensured all materials, including field reports, videos, online newsletters, fundraising appeals, invitations, etc., accurately reflected Refugees International's messaging and brand.

#### KEY ACCOMPLISHMENTS

- Developed a network of key online influencers who could amplify Refugees International's messages on the major social media platforms, including Twitter, Facebook, Instagram and LinkedIn.
- Implemented a quick response format that increased number of significant media hits for Refugees International in major outlets, including *The New York Times*, *Washington Post*, *Foreign Policy*, and *The Wall Street Journal*, by approximately 75 percent over two quarters.

### MERCY CORPS, Media Relations Manager

2017-2019

- Collaborated with social media and digital content teams to produce original material for use online and in fundraising materials.

- Managed a team of seven staffers and two consultants across three countries and five cities, setting work priorities, clearing and editing others' communications products, and managed an issue portfolio of Iraq, Palestine (West Bank/Gaza), Pakistan, Bangladesh/Myanmar, North Korea, and Climate Change.

#### KEY ACCOMPLISHMENTS

- Developed and implemented plans for content gathering trips to Kenya and Colombia, focusing on climate change, violence prevention, and refugees, all of which later were used online for social media and fundraising materials.
- Led global emergency communications efforts for Fuego Volcano in Guatemala and Hurricanes Florence and Michael in the United States, generating dozens of media hits for the organizations and our responses.

### **CENTER FOR CIVILIANS IN CONFLICT (CIVIC), Communications Manager** **2016–2017**

- Managed the entire communications portfolio for the organization, including ensuring editorial quality of briefs and reports, newsletters, web content, social media, and other online communications, across programs and policy areas.
- Advised organizational leadership and program directors to set and implement strategic communication priorities that raised CIVIC's profile, expanded its thought leadership position, and promoted awareness of CIVIC's issue across traditional and digital media, targeting both international and domestic audiences.

#### KEY ACCOMPLISHMENTS

- Managed major website redesign that finished under budget and on time, resulting in a marked increase in audience and traffic.
- Developed and implemented 2016-18 strategic plan for the organization's overall communications efforts to support its advocacy and program goals.

### **THE DAILY BEAST, Senior Editor** **2014–2015**

- Developed and implemented coverage strategy for the weekend edition of the Daily Beast for Web, mobile, social media, and newsletters.
- Created quality editorial and visual digital content, applying best practices for search engine optimization and maintaining a consistent voice and tone.
- Recruited and managed new writers and regular columnists.

#### KEY ACCOMPLISHMENTS

- Helped grow monthly traffic from 13 million unique visitors a month to nearly 21 million through extensive use of SEO, social media growth and quality content.

### **THOMSON REUTERS, Pakistan Bureau Chief/Chief Correspondent** **2009–2012**

- Led a strong international team of Pakistani, British, and American journalists and developed a network of 15–20 stringers across the country.
- Repeatedly broke stories in a highly competitive and deadline-driven environment while juggling multiple projects.
- Set daily editorial priorities and identified key news hooks.
- Designed and managed budgets, coverage priorities, and content development in editorial and visual media.
- Coordinated with other bureaus on global stories, working across language, cultural, and geographic divides.

#### KEY ACCOMPLISHMENTS

- Directed a team of reporters and photographers to Abbottabad when Osama bin Laden was killed, landing a global scoop on the US military's stealth helicopters.
- Broke exclusive story on Pakistani cooperation in the US drone campaign, interviewed Prime Minister Yousaf Gillani, and wrote special report on mining operations in Baluchistan.

### **JOHN S. KNIGHT JOURNALISM FELLOWSHIP, Stanford University** **2008-2009**

- Research Focus: The role of technology in foreign coverage.
- Studied filmmaking, Iranian history, and Arabic.
- Produced a short documentary on the experience of Afghans in the United States.

## **EDUCATION**

- Master of Science, Journalism, Columbia University Graduate School of Journalism, 1997
- Bachelor of Arts, Journalism, University of Arkansas at Little Rock, 1993