ANALU HARRELL

Political and Digital Communications Manager

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SUMMARY

Communications manager and storyteller with ten years of experience in political campaigns, advocacy and international projects in the United States and Brazil. Trained as a journalist and political scientist, she turns complex ideas into messages people understand and remember. Day to day contact for more than 20 campaign and advocacy clients at Statecraft Media, built the communications operation of a Florida House campaign where digital engagement grew more than 600 percent, and grew an independent audience of 52,000+ followers with 2.4 million views. Believes in social justice and wants her work to make a real impact. Writes, edits and speaks in English, Portuguese, Spanish and French.

20+	**600%**	**52K+**	**100+**
campaign and advocacy clients served	digital engagement growth, Florida House race	Instagram followers in under three months	news stories published in Brazil

CORE STRENGTHS

Storytelling and message. A journalist's ear for the human story, plain language that replaced an academic tone on an $890,000 foundation project, speeches, opinion articles and content in four languages.

Media relations and principal preparation. More than 100 news stories published in Brazil, weekly opinion articles for candidates, media training for Senate candidates and 300+ public speaking students coached.

Digital and social strategy. TikTok and YouTube launches, a creator audience of 52,000+, short form video, newsletter and Substack writing, and platform analytics used to choose what to publish next.

Client counsel and project management. Primary contact for 20+ clients, 40+ creative briefs, work managed in Monday.com and Slack, and international projects run across four countries and three languages.

Research and data. Quantitative and qualitative research training in political science, with R, Python and NVivo, and performance reporting in AgencyAnalytics.

PROFESSIONAL EXPERIENCE

Campaign Associate, Account Manager | Statecraft Media **2026**

- Primary day to day contact for more than 20 campaign and advocacy clients on a team serving more than 60, keeping priorities, deadlines and deliverables aligned.
- Wrote more than 40 creative briefs that turned client goals and audience insight into content plans, managed in Monday.com and Slack.
- Tracked results in AgencyAnalytics to adjust strategy and report performance to clients.
- Part of the team that helped elect more than 35 candidates across the United States in the 2026 midterms.

Independent Political Content Creator | Instagram @analuharrell **Sept 2026 to Present**

- Grew an Instagram audience to more than 52,000 followers in under three months, with 2.4 million views and about 455,000 Reels interactions in a single 30 day period.
- Scripts, produces and publishes short form video, and uses platform analytics to decide what to make next.
- Launching an English language newsletter to convert social followers into subscribers.
- Interviewed by OK! Magazine in the United States about the growth of the platform.

Communications Manager | Democrat David Arreola for Florida House District 22 **May to Nov 2024**

- Built the campaign communications operation from the ground up, redesigning visual identity and messaging across every platform.
- Grew digital engagement more than 600 percent and launched TikTok and YouTube channels. The candidate won the primary and received more than 40,000 votes in the general election.
- Worked directly with the candidate on speeches, media responses and event messaging.

Communications Coordinator | University of Florida, Tropical Conservation and Development Program **2025**

- Led communications for The Power of Connections, an $890,000 Moore Foundation project with five workshops in four countries and more than 150 stakeholders from Amazonian countries, including governments, Indigenous leaders, local communities, politicians and researchers.
- Replaced an academic tone with plain, personal storytelling and produced content and social video concepts in Portuguese, English and Spanish.
- Delivered real time coverage of workshops from a distance by coordinating closely with field teams.

Press Officer | Posicionamento Marketing and Communications **2020 to 2022**

- Handled press for Senate campaigns in Mato Grosso, Brazil, for former Minister of Agriculture Neri Geller (2022) and Congressman Nilson Leitão (2020).
- Produced social media monitoring and sentiment reports that guided message targeting, and delivered media training to candidates.
- Wrote opinion articles for candidates, nearly every week through campaign cycles, and published more than 100 news stories in Brazilian media.

Additional Experience **2014 to 2025**

- Instructor of Record, Public Speaking, University of Florida (2023 to 2025). Taught and coached more than 300 students and received a Motion of Applause from the university for student evaluations.
- Earlier roles in journalism, public relations and cultural communications, including the UN Women communication team at Association Sorbonne pour l'ONU (2021), PNB News (2020) and Cine Teatro Cuiabá (2016 to 2018).

EDUCATION AND RESEARCH

M.A. in Law, Economics and Management, Political and Institutional Communication. Université Paris 1 Panthéon-Sorbonne
M.A. in Information and Communication. Sorbonne Nouvelle (Paris 3)
B.A. in Journalism. Federal University of Mato Grosso (UFMT)
Doctoral studies in Political Science, University of Florida. Three years, major in Comparative Politics and minor in American Politics. Research presented at APSA 2025 and accepted at LASA 2026.

TOOLS AND LANGUAGES

Canva, CapCut, Mailchimp, Substack, Monday.com, Slack, AgencyAnalytics, Microsoft Teams and SharePoint, R, Python, NVivo. Portuguese (native), English, Spanish, French.

REFERENCES

Chris Mitchell | chris@statecraftdigital.com | 813 728 6331
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