

# STÉPHANIE O'KEEFFE

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Nationalities | Irish & French

## PROFESSIONAL PROFILE

An experienced, creative and bilingual (English & French) policy communications professional, with experience within the EU Institutions, the United Nations and a variety of (I)NGOs. Excellent communication skills: developing campaigns and communications strategies, writing varied content, tender support, digital media, proof-reading & editing. Thorough knowledge and experience of EU policy, in particular EU foreign policy, humanitarian & development issues.

## EDUCATION

Dublin Institute of Technology, Ireland  
*Postgraduate Diploma in Law 2008 – 2009*

London School of Economics and Political Science, UK  
*MSc Nationalism and Ethnicity 2005–2006*

University College Dublin, Ireland  
*BA International in Politics and History 2001–2005*

Université de Rouen, France  
*Erasmus Programme, 2003 – 2004*

European School Brussels II  
*European Baccalaureate, 2001*

## LANGUAGE SKILLS

English and French – bilingual  
German – working knowledge  
Dutch – basic

## ATTRIBUTES

- Creative
- Critical thinker
- Committed, reliable and professional
- Collaborative
- Diplomatic

## WORK HISTORY

### Independent Consultant

*SOK Consulting (Dublin, Ireland) | Jan 2021 – current*

- Developing and advising on communications strategies and campaigns, narrative development, and policy communication
- Content writing on variety of policy and thematic areas, creative copywriting and storytelling, development of communications assets, writing for advocacy
- Tender writing – drafting campaign objectives, case studies, key messages, communications strategies, compiling and editing diverse elements into a single comprehensive document with a clear voice and common thread
- Editorial support – editing, proofreading, editorial steer

**Clients:** ICF-Next, GOPA Com, Tipik Communication Agency, Equinoccio, ZN Consulting, AGC

### Career Break

*Parental leave (Dublin, Ireland) | Jun 2019 – Dec 2020*

### Strategic Communications Officer

*European External Action Service (Brussels, Belgium) | Jun 2016 – Jun 2019*

- Developing communications campaigns, outreach activities and tailored content & products to promote the EU's foreign policy in the Middle East, North Africa & Gulf (MENA) region
- Distilling complex policy concepts into clear messages
- Content production of a variety of traditional outputs (press releases, factsheets, speeches, briefings) and digital platforms (web-content, feature stories, infographics, animation & video)
- Coordinating with policy directorate and other relevant EU services to develop key messages and political messaging
- Strategic guidance of public diplomacy and communications activities of EU Delegations (embassies) in the region
- Coordinating with social media team to develop social media content on EU policies in the MENA region

### Information & Communications Officer

*European Commission, Humanitarian Aid & Civil Protection Directorate General (ECHO) (Belgium) | Apr 2014 – May 2016*

- Producing high quality external communication products, including press releases, statements and speeches, factsheets, web content, blog posts, on humanitarian issues in the Middle East and North Africa region
- Coordinating with operational unit in ECHO to ensure up-to-date information on ECHO activities in the region
- Coordinating communication activities with humanitarian partner organisations to EU visibility in partners' communications
- Editing and proof-reading of external publications

## IT SKILLS

Microsoft Office (Word, Excel, Power Point, Outlook)

Teams, Zoom, Sharepoint

Social media (Instagram, Facebook, X[Twitter], Flickr, LinkedIn)

Raisers' Edge – database management software

Legal databases (Lexus Nexis, Westlaw)

## INTERNSHIPS

**European Commission Delegation in Côte d'Ivoire** (Abidjan, Côte d'Ivoire) | Jun – Aug 2009

**European Commission, DG Enlargement** (Brussels, Belgium) | Oct 2007 – Feb 2008

**Front Line International Foundation for the Protection of Human Rights Defenders** (Dublin, Ireland) | Mar – Sept 2007

## WORK HISTORY (CONTINUED)

### Temporary Attaché

*Permanent Mission of Ireland to the United Nations (New York, USA) | Sept 2013 – Dec 2013*

- Representing Ireland's development priorities at the UN 68th General Assembly, tracking negotiations on humanitarian resolutions and writing summary reports to HQ

### Funding Development Assistant

*Misean Cara (Dublin, Ireland) | Apr 2012 – Aug 2013*

- Managing membership relations and database, communication with members
- Reporting on project assessments, appraising applications and allocating funding to development projects
- Content-management of website

### Policy Associate,

*UN Women (Ha Noi, Viet Nam) | February 2011 – January 2012*

- Drafting policy briefing papers on topics relating to gender and Viet Nam's development context.
- Editing policy documents from UN and partners.
- Managing research projects commissioned by UN Women; coordinating national and international consultants commissioned for projects, proofing materials and providing inputs, carrying out field visits to monitor field work.

## SHORT-TERM CONSULTANCY

### Assistant Researcher

*European Network Against Racism (Dublin, Ireland) | Sept – Dec 2010*

- Research for the European Network Against Racism's 2009 – 2010 Shadow Report on Racism in Ireland

### Consultant

*Irish Council for Civil Liberties (Dublin, Ireland) | April 2010*

- Reporting & interpreting for a series of focus groups with asylum seekers for a Fundamental Rights Agency EU-wide study on national policies on asylum seekers

### Consultant

*Migrant Rights Centre Ireland (Dublin, Ireland) | March 2010*

- Editing and proofing policy briefing papers, outlining key issues for migrant workers in Ireland

### Research Consultant

*Ballyfermot Citizens Information Service (Dublin, Ireland) | Nov 2009 – Feb 2010*

- Design and implementation of research study on disability services in an underprivileged area of Dublin; conducting semi-structured interviews with target group and service providers