

LIANA H. MEYER

Cagayan de Oro, Philippines (U.S. National) | lianahelene@outlook.com | +63 0917 874 6857
[linkedin.com/in/lianameyer](https://www.linkedin.com/in/lianameyer) | futuretense.work | petlore.org

Strategic Communications | Executive Messaging & Editorial Leadership

CAREER PROFILE

Strategic marketing communications leader with 20+ years of experience translating complex technical, policy, and scientific topics into compelling narratives that drive trust, awareness, and reputation. Background spans U.S. government public affairs, international development communications, and — more recently — AI governance advisory work. Experienced in partnering with technical experts, researchers, and senior leadership to shape high-impact thought leadership, product narratives, media engagement, and executive communications. Known for converting dense, specialized material into clear, audience-specific messaging for media, stakeholders, and global audiences. Brings a strong track record in reputational risk management, editorial governance, and communications strategy in fast-moving, high-stakes environments.

CORE EXPERTISE

- **Strategic Writing & Executive Communications:** Speeches, thought leadership, public affairs materials, policy guidance, proposals, fundraising content, and digital communications for senior leaders and public-facing initiatives.
- **Editorial Leadership & Content Governance:** Editorial standards, plain-language review, quality control, clearance processes, workflow design, and cross-functional content oversight.
- **Narrative Strategy & Brand Storytelling:** Messaging frameworks, campaign concepts, launch narratives, verbal identity, voice and tone guidance, and cohesive storytelling across channels.
- **Technical & Product Story Translation:** Translating complex, technical, policy, and subject-matter expert content into clear, accessible, human-centered narratives.
- **AI Evaluation & Responsible AI Practice:** LLM output assessment, prompt design, bias and safety risk review, human-centered AI oversight, and ethical use of generative AI tools.
- **Training & Capacity Building:** Workshop design, storytelling curriculum, SME enablement, writing guidance, and collaborative facilitation across teams and disciplines.

DIGITAL TOOLS & AI WORKFLOWS

- **No-Code / App Development:** FlutterFlow, Firebase, Firestore, Google Cloud/Firebase ecosystem
- **AI & Language Technologies:** Large Language Models, prompt design, LLM output evaluation, AI-assisted research, responsible AI workflows
- **Web, CMS & Publishing:** Wix, WordPress, CMS management, Substack, Google Forms
- **Content & Design:** Canva, Google Docs, Google Slides, digital content production
- **Project & Knowledge Management:** Airtable, Notion, Google Sheets, Google Drive
- **Communications & Marketing Operations:** Email marketing platforms, social media publishing tools, SEO/GEO research tools, media outreach databases
- **Collaboration & Workflow:** Google Workspace, Microsoft Office, Zoom, Slack

LEADERSHIP IMPACT

- **Led public affairs, press, and media communications** for USAID across the Philippines and Pacific Islands, producing U.S. Embassy-distributed materials that secured prominent coverage from major news outlets.
- **Edited 10+ speeches per month** for U.S. Ambassadors, USAID Mission Directors, senior staff,

and Washington, D.C. visitors, strengthening executive messaging for high-visibility public engagements.

- Produced Mission-cleared **talking points, congressional testimony support materials, and Washington, D.C. request packages** under tight deadlines.
- Directed **social media campaigns that increased engagement by 800%, from 72,000 engagements in 2017 to more than 630,000 in 2018**, while maintaining an editorial calendar aligned with Mission priorities.
- Established editorial workflows, clearance processes, and content standards across distributed teams, **improving consistency, quality, compliance, and message discipline.**
- **Trained 700+ staff, project partners, and professionals** on messaging, storytelling, style, and communications standards, strengthening organizational writing capacity.
- Translated complex technical, policy, public health, and global health security content into concise, **persuasive, donor-aligned messaging for senior leaders, proposal teams, and external audiences.**
- Contributed to **proposal and communications efforts that helped secure more than \$100 million in U.S. government funding** for public health and health security projects across Southeast Asia and Jordan.
- Managed public narrative during a **founder-to-successor leadership transition**, preserving community goodwill while strengthening the emerging executive leader's visibility and credibility.
- **Developed and implemented thought-leadership and PR strategies** that secured or supported a dozen+ visibility opportunities in less than one year, including podcast appearances, blog features, articles, and media placements.
- Supported internal alignment across a remote, global team by helping articulate organizational values in the **founder's voice, strengthening trust, clarity, and engagement.**

PROFESSIONAL EXPERIENCE

Board Member, Communications & Strategic Visibility | May 2026 – Present **AQUITY Global Inc.**

- Supporting strategic visibility and organizational positioning for a global health organization at the intersection of health systems strengthening, international development, and emerging technologies.
- Advising on communications and positioning; thought leadership and executive visibility; media engagement; and AI-era organizational visibility and digital positioning, including AEO & GEO.

Independent AI & Product Development – PetLore.org & The Good Companion Literary Journal| March 2026 – Present

- Designing and developing PetLore.org, a story-centered digital platform exploring AI-supported pet memory preservation, emotional storytelling, and user-generated narrative experiences.
- Building the content, onboarding, metadata, and user experience architecture for a companion mobile application focused on personal memory, pet identity, and emotionally resonant digital storytelling.
- Launching The Good Companion, an online literary journal connected to Pet Lore.

Executive Communications Public Relations Specialist - Remote

Marquette L. Walker Ministries | May 2025 – May 2026

- Drafted an internal AI policy and Values Statement, which were folded into the employee handbook.
- Conduct AI-assisted media research to identify target outlets, refine story angles, and tailor pitches for faith-based and community publications.

Self-Employed/Contractor – Remote

U.S. federal government contractors | February 2020 – November 2024

- Provided senior-level writing, editing, and messaging support to development contractors, strengthening clarity, compliance, and strategic positioning across global health and education programs.
- Collaborated with multidisciplinary teams to translate technical content into cohesive narratives for donor-facing and executive audiences.

Development Outreach Communications Specialist – Writer

Manila, Philippines

United States Agency for International Development (USAID) | February 2014 – February 2019

- Led public affairs coordination for U.S. government development programs across Asia and the Pacific, covering health, governance, education, economic growth, and environment portfolios.
- Served as a trusted communications partner to Mission leadership and Washington, D.C. bureaus, supporting high-level engagements and cleared materials in a diplomatic environment.
- Managed communications campaigns in a complex geopolitical context, balancing public transparency, institutional standards, and reputational considerations in mission-critical materials.

Account Manager

Manila, Philippines

LV Universal Manpower Services, Inc. | January 2012 – February 2014

- Managed end-to-end communications and coordination processes supporting international workforce deployment, improving clarity and trust among applicants and employers.
- Introduced structured messaging and workflow systems in a start-up environment to strengthen client experience and organizational consistency.

Communications Manager

Santa Ana, California

Taller San Jose Hope Builders | July 2004 – May 2012 * *January – May 2012 remote work*

- Led communications and fundraising strategy for a youth-focused nonprofit, aligning messaging, storytelling, and donor engagement across campaigns and channels.
- Built internal communications systems and branding foundations that supported organizational growth and community visibility.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Ethics in AI and Data Science; Principles for Conversational AI - Linux Foundation (2025)
- Elements of AI – University of Helsinki (2025)
- ACES Advanced Certificate in Editing (2020)

EDUCATION

- B.A. Speech Communications (California State University Long Beach)