

Bashar Makhay

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Digital communications leader with 15+ years advancing social justice, philanthropic, and public sector strategy. Expert in scaling engagement, building community-centered brands, and integrating technology with mission-driven storytelling.

EDUCATION

- + Master of Public Administration (Conc. in Urban Social Policy) Columbia University - SIPA New York, NY - May 2022
- + B.S. Community Development, (Conc. in Public Admin) Honors: Summa Cum Laude Central Michigan University Mount Pleasant, MI - May 2016

CAREER HISTORY

Senior Communications & Technology Officer ▪ NYC Preparedness & Recovery Institute (PRI) ▪ New York, NY ▪ 2022-Present

Lead communications and enterprise technology strategy for the NYC Preparedness & Recovery Institute, advancing equitable, evidence-based public health solutions and strengthening New York City's resilience to future health emergencies. Oversee digital infrastructure, stakeholder engagement systems, and cross-sector communications to move solutions into practice and policy.

- + Built and manage PRI's WordPress website and digital ecosystem, shaping institutional voice and public-facing strategy
- + Developed and executed comprehensive communications strategy across web, email, social, media, and live convenings
- + Produce high-level cross-sector convenings and public health trainings (30–1,200 attendees virtual; 50–500 in-person), aligning public, private, and nonprofit stakeholders
- + Implemented and administer CiviCRM to manage stakeholder engagement, segmentation, reporting, and outreach strategy
- + Designed and implemented Google Workspace environment to enable cross-department collaboration, governance, and workflow efficiency
- + Scaled email audience 5x and doubled engagement within three years through targeted growth and content strategy
- + Lead media relations and thought leadership efforts, drafting press releases, feature articles, and op-eds to elevate PRI's public health voice
- + Manage external vendors and consultants across communications, technology, design, and production functions

Director of Communications ▪ Columbia University Office of Government and Community Affairs (GCA) ▪ New York, NY ▪ 2016-2022

Led communications and digital strategy for Columbia University's primary liaison with government, community leaders, and civic organizations. Oversaw information management, stakeholder communication, and collaboration across departments. Progressed from Project Coordinator to Director of Communications, managing a team and implementing strategic initiatives to enhance outreach and engagement.

- + Developed and launched *Columbia Neighbors*, a central hub for news, events, and resources to strengthen ties with Upper Manhattan communities.
- + Directed communications for Columbia Community Service, GCA, and the Manhattanville campus, including strategy development, website management, email campaigns, and social media.

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- + Transitioned programming to virtual platforms during the pandemic, ensuring continued community engagement.
- + Streamlined CRM systems (CiviCRM), including taxonomy, workflows, email marketing, and contact management; provided user training and technical support.
- + Supervised two Assistant Communication Directors to execute campaigns, manage projects, and maintain digital assets.
- + Designed and produced digital and print media, including flyers, newsletters, and promotional content.
- + Provided programmatic and communications support for the Columbia Community Scholars program, managing promotions, applications, and onboarding.

Program Associate ▪ Arcus Foundation ▪ Kalamazoo, MI / New York, NY ▪ 2009-2012

Managed large-scale domestic and international grant portfolios while supporting executive strategy, program sunset, and global repositioning efforts.

- + Led strategy to responsibly conclude 75+ grantee relationships during closure of Michigan LGBT Rights Program.
- + Managed \$2.5M annual Michigan LGBTQ grant portfolio supporting 30 organizations; oversaw 90+ domestic and international grant relationships including compliance, site visits, and capacity support.
- + Convened and engaged activists, scholars, funders, and policy leaders to inform development of new global social justice strategy.
- + Conducted research and planning analysis; reviewed 250+ annual funding inquiries, applications, and full proposals.

LEADERSHIP & EARLIER CAREER

Founder, Board Member ▪ Tarab NYC ▪ New York, NY ▪ 2012-Present

Lead strategy, governance, programming, and fundraising for LGBTQ MENA community organization serving 1,000+ members in NYC.

Program Associate ▪ American Civil Liberties Union (ACLU) ▪ New York, NY ▪ 2013

Consulted on capacity building, financial management, and strategic planning for 53 state affiliates and chapters.

Program Coordinator ▪ Network of Arab American Professionals (NAAP) ▪ New York, NY ▪ 2014-2016

Managed volunteer teams, internal/external communications, festival logistics, website and social media, sponsorships, and daily operations.

Community Organizing Coordinator ▪ Affirmations ▪ Ferndale, MI ▪ 2006-2008

Empowered the Metro-Detroit LGBTQ community through advocacy tools, collaboration with organizations, and volunteer management.

Board Member ▪ AI GAMEA ▪ Detroit, MI ▪ 2005-2008

Led public relations, event coordination, fundraising, and strategic planning initiatives.

KEY SKILLS & FOCUS AREAS

Communications & Digital	Technology & Systems	Leadership & Operations
+ Communications, Content, & Social Media Strategy	+ Information Architecture	+ Strategic Planning
+ Editorial Writing & Storytelling	+ CRM Administration - CiviCRM	+ Project Management
+ Email Marketing	+ CMS and Website Management - WordPress, Drupal	+ Cross-Sector Coalition Building
+ Brand Development	+ Google Analytics	+ Stakeholder Management
+ Paid Media - Social and Search	+ Google Workspace Administration	+ Event Production and Logistics
+ SEO/SEM	+ UX/UI Design	+ Grant Writing and Evaluation
+ Media Relations - Press and Op-Eds	+ Livestream Production	+ Budget Management
		+ Board Governance
		+ Arabic and English Fluency