

Paul-Francois Polidori

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Communications and political strategist with global expertise in media relations, crisis response, corporate social responsibility, and project management. Eight years directing press & public relations, establishing strategic partnerships, and managing the human rights projects of a major international organization in Hong Kong [China].

Communications Strategy – Monitor media trends to quickly create narratives and crisis responses that maximize impact.

Outreach Development – Establish networks of key journalists, NGOs, lawmakers, officials, and business leaders.

Policy Analysis – Research sociopolitical dynamics, advise ambassadors on policy decisions and execute initiatives.

Project Management – Organize international projects and events on human rights, climate change, CSR and ESG.

English (native)

Spanish (native)

French (native)

Mandarin (basic)

Portuguese (basic)

EXPERIENCE

Director of Communications, European Union embassy/representation Hong Kong 11/2014 - 08/2021

- Penned 200+ press releases, op-eds, talking points, and paid marketing campaigns, under intense global coverage.
- Produced 1,000+ briefings and advised top leadership on policy, including Hong Kong's 2019 violent crackdown.
- Raised press coverage by 325% through strategic relations, op-eds, and interviews [CNN, Bloomberg, and Reuters].
- Managed outreach partnerships with 100+ NGOs, chambers of commerce, lawmakers, academics, and diplomats.
- Created coalitions of NGOs and diplomats leading to reports on Hong Kong's human rights at the United Nations.
- Led lobbying coalitions resulting in new policies on environmental protection, human trafficking, and LGBTI+ rights.
- Chaired and coordinated group of 17 countries to produce 100+ conferences, festivals, concerts, and TV shows.
- Organized 150+ international activities on plastic waste, poverty alleviation, diversity & Inclusion, and sustainability.
- Mentored 25+ political & communications team members from dozens of nationalities, ethnicities, and races.
- Achieved complete budget allocation six consecutive years and 100% sustainability in procurement and sourcing.

Executive Program Manager, EU Academic Program - Macao Macao 03/2014 - 11/2014

- Established 8 new international exchanges, 3 research partnerships and grants, and a summer school program.
- Taught 20+ lectures on diplomatic communications and media relations and raised media coverage by 200%.

Communications Manager | Corporate Risk Analyst, PT Kaliya Developments Hong Kong 07/2013 - 03/2014

- Developed internal and external communication: Newsletters, executive communications, mailing and website.
- Improved outreach through market research, customer segmentation, and competition analysis.

Political Press and Information Trainee, EU embassy/representation Hong Kong 01/2013 - 07/2013

- Produced social media campaigns and managed the daily operations of the social media platforms and website.
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EDUCATION

MS - International Relations and Global Issues, The University of Nottingham - England 2011
Universitas 21 Scholarship. 1st Class Honors.

BA - English Literature & Linguistics, Universidad de Almería - Spain 2007
Research Scholarship - Political Communication - Ministry of Education.

- Certification in Crisis Management - European Union External Action Service 2019

- Certification in Human Health and Climate Change - UN Institute for Training and Research 2019

- Community Business Award for leading inclusion & championing LGBTI+ 2018