

Felipe Gacharná

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Multimedia Storyteller | Civic Communicator | Creative Production & Content Strategy

Summary

Multimedia storyteller and creative producer with 10+ years of experience helping mission-driven organizations explain complex ideas through compelling video, writing, web, email, and digital experiences. My work sits at the intersection of journalism, human-centered design, and public service—finding meaningful stories inside complex organizations and translating them into audience-first content that builds trust, deepens engagement, and inspires action.

Across higher education, civic technology, and nonprofit organizations, I've led multimedia storytelling from concept through publication while building the editorial systems, production workflows, and cross-functional partnerships that enable great stories to reach the audiences who need them. Equally comfortable interviewing subject matter experts, producing video, writing long-form features, leading content strategy, and mentoring multidisciplinary creative teams.

Core strengths: Multimedia storytelling • Editorial strategy • Video production • Interviewing • Writing & editing • Content strategy • Podcast & audio production • Creative operations • Cross-functional leadership • Human-centered design • Accessibility (WCAG) • AI-assisted content production • SEO • Analytics • Audience development

Professional Experience

Senior Digital Marketing Manager

Coforma, 2025 - 2026

Lead multimedia storytelling and content strategy supporting public-sector digital transformation, healthcare, accessibility, and AI initiatives.

- Develop editorial strategy across web, social, email, video, and thought leadership, translating complex technical work into compelling public stories.
- Produce video interviews, documentary-style features, executive communications, and multimedia campaigns from concept through publication. This has included two Anthem Award wins and a ClearMark Award from the Center for Plain Language.
- Plan, record, and edit virtual interviews using Riverside.fm and Adobe Premiere Pro, partnering with distributed subject matter experts across government and industry.
- Lead cross-functional production teams including writers, designers, engineers, researchers, and technical experts through end-to-end content development.
- Build editorial calendars, publishing workflows, and governance standards that improve quality, consistency, and operational efficiency.
- Launch and manage a lifecycle email program serving 3,000+ subscribers, establishing scalable editorial workflows while exceeding industry engagement benchmarks.
- Champion responsible AI adoption across content research, production, and publishing while maintaining accessibility, editorial quality, and brand integrity.
- Use SEO, analytics, and audience insights to continuously improve content performance and distribution strategy.

Selected Initiative: Long COVID Innovation Sprint

- Led multimedia storytelling for a four-month public innovation campaign combining video, blogs, webinars, press releases, social media, and virtual events.
- Developed messaging and audience engagement strategy supporting participation from more than 60 innovation teams, resulting in 15 finalists and three funded winners.

Digital Media Manager

Coforma, 2023 - 2025

Produced multimedia content and integrated campaigns that helped explain complex civic technology work to government leaders, practitioners, and the public.

- Led editorial planning across LinkedIn, YouTube, Instagram, web, and email channels.
- Produced written features, case studies, social storytelling, executive messaging, and multimedia campaigns.
- Interviewed technical experts and organizational leaders, translating complex ideas into accessible audience-first content.
- Directed content publishing and optimization across multiple digital platforms.

- Managed creative production schedules while coordinating designers, content creators, leadership, and external collaborators.
 - Produced and edited video content supporting thought leadership, digital campaigns, and organizational storytelling.
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Creative Associate Director

School of Education, University of Wisconsin-Madison, 2021 - 2023

Led multimedia storytelling and creative production for the top-ranked school of education in the nation.

- Managed multidisciplinary teams of writers, designers, videographers, photographers, and student creators through concept-to-publication workflows.
 - Directed production of websites, videos, executive interviews, social campaigns, event storytelling, and institutional communications that increased audience engagement by approximately 30%.
 - Planned and produced video storytelling initiatives from scripting through filming, post-production, captioning, and distribution.
 - Partnered with faculty, researchers, students, and university leadership to surface stories and translate academic research into accessible public narratives.
 - Established editorial standards, accessibility practices, and creative review processes that improved quality and consistency across digital experiences.
 - Co-founded communities of practice and institutional conferences, leading collaborative storytelling across departments.
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Web Operations Manager & Consultant

School of Education, University of Wisconsin-Madison, 2015 - 2021

Built and scaled digital publishing systems supporting hundreds of content contributors.

- Led consolidation of more than a dozen websites into a unified publishing platform serving multiple academic units.
- Managed operations across 45+ WordPress sites, establishing editorial standards, publishing governance, metadata strategy, and contributor workflows.

- Developed scalable content production systems supporting hundreds of faculty and staff contributors.
 - Trained more than 1,000 employees on digital storytelling, publishing tools, accessibility, and content strategy.
 - Implemented analytics frameworks that informed editorial decisions and long-term platform improvements.
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Featured Civic Storytelling Projects

Scaling Language Access with AI

U.S. Digital Response + Arizona Department of Economic Security

- Helped document one of the nation's leading AI implementations supporting multilingual access to public benefits.
 - Developed research tools, multilingual content strategy, prompt libraries, and editorial guidance supporting AI-assisted translation across 60+ government programs.
 - Led recruitment strategy with community-based organizations and collaborated with researchers to validate content with English- and Spanish-speaking SNAP recipients.
 - Contributed to outcomes including a 50% reduction in translation time, 90%+ content accuracy, and projected 80% reduction in translation costs.
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Civic Storytelling & Community Leadership

U.S. Digital Response

Bilingual Content Strategist (Volunteer)

Partner with state governments to improve access to public benefits through plain language, human-centered design, multilingual communication, and responsible AI.

Humans of Public Service

Video & Content Strategy

Produce interview-driven stories celebrating public servants and the impact of civic service through written and multimedia storytelling.

Color In The Outdoors

Board Member & Multimedia Producer

Leading development of a podcast exploring outdoor recreation, equity, advocacy, and community storytelling while establishing editorial workflows, production standards, and launch strategy.

Digital Services Coalition

Education Committee Chair

Technical Skills

Storytelling & Editorial

Feature Writing • Interviewing • Case Studies • Script Writing • Copy Editing • Editorial Planning • Plain Language

Multimedia Production

Adobe Premiere Pro • Riverside.fm • Video Production • Podcast Production • Audio Recording • Captioning • Photography Direction • Social Video

Digital Publishing

WordPress • Drupal • CMS Strategy • SEO • Email Marketing • Accessibility (WCAG)

Analytics & Optimization

Google Analytics • Google Tag Manager • A/B Testing • Audience Insights • Performance Reporting

Creative Technology

Adobe Creative Suite • Canva • Descript • ChatGPT • Gemini • Runway • AI-Assisted Content Production

Project Leadership

Cross-Functional Leadership • Editorial Workflows • Production Planning • Stakeholder Management • Creative Operations • Asana • Jira • Monday.com • Airtable • ClickUp • Trello

Education

University of Wisconsin–Madison

Bachelor of Science, Horticulture