

Marianne Gadeberg

Experienced (15+ years) communicator, campaigner, narrative specialist, and writer known for:

- developing and executing effective **communications strategies and campaigns** that bridge the gap between insights and influence.
- crafting **compelling stories** and content that persuade diverse stakeholders to take sound science into account as they respond to **climate change, environmental degradation, inequality**, and other challenges.
- understanding and respecting the complexities of science, while deftly transforming research findings into **messages that resonate** with target audiences.
- training and advising communicators, journalists, and scientists on how to **leverage narrative principles** to transform their arguments into stories that stick.

About me

An independent communications consultant since 2011, my clients have included global non-profit organizations such as CGIAR (an agricultural research partnership), the International Finance Corporation, and the Swiss Agency for Development and Cooperation.

I am Danish, have previously lived and worked in the United States and Southeast Asia, and have been based in France since 2015.

EXPERIENCE HIGHLIGHTS

Strategist

- Developed and executed communications strategy for new research platform to fill critical gap on gender equality in agricultural research, including by leading the development of a [virtual resource hub](#) providing researchers and practitioners with tools and training, bringing a more than 600% increase in visits.
- Supported development and execution of communications strategies for two different clients operating in the Mekong region's contentious hydropower sector to achieve productive dialogue, including by carefully consulting stakeholders to design events that successfully fostered collaboration between former adversaries.

Campaigner

- Secured opportunities for researchers to influence G20 nations' future priorities by framing messages on gender equality in agriculture within the G20 narrative of women-led development, notably through engaging high-level champions such as [Indian President Droupadi Murmu](#) and [India's G20 Sherpa Amitabh Kant](#) during a 2023 gender research conference in New Delhi, India.
- Achieved influence on African climate agendas by delivering persuasive, evidence-based messages in [events and the media](#), resulting in strengthened [collaboration](#) with national and regional stakeholders and in [progress](#) on gender-responsive climate action.

Narrative specialist

- Countered stereotypical narratives about women in agriculture by developing and implementing a [training program](#) for science communicators and journalists to produce and publish stories about women's successes, exponentially boosting the reach of inspiring stories.
- Advised clients, partners, and colleagues on how to use narrative principles to craft presentations, videos, publications, and more for maximum influence.
- Strengthened clients' relationships with partners, organizational reputations, and accountability to funders by transforming complex climate and conflict research into compelling stories about [results](#) and [outcomes](#).

Writer and content creator

- Provided audiences with content they can understand and use, including [2-page evidence explainers](#) on gender dynamics in food systems that website users ranked as more useful than journal articles and training courses.
- Edited and curated [bi-monthly newsletter](#) on gender in food systems, growing the number of subscribers by 350%.
- Oversaw timely production of rigorous research papers, reports, and more, including by managing publication pipelines and coordinating tasks among copyeditors, designers, and publishers.

SKILLS AND TRAINING

Education

- 2007 Master's degree in Information Technology, Communication and Learning, Aarhus University, Denmark
2005 Bachelor's degree in Comparative Literature and Information Studies, IT and Organizations, Aarhus University, Denmark

Professional development

- 2024 Powerful Presentations, Stanford University Summer School
2023 Communicating to Persuade, Cast from Clay
2014 Copyediting certificate program, University of California in San Diego Extension
2013 Science Writing, Stanford University OpenEdX
2013 Magazine Writing, Stanford University Online Writer's Studio

Languages

- English (bilingual)
- French (intermediary)
- Danish (native)

Writing samples

- [Overcoming climate and conflict: Promoting peace and resilience in a post-conflict region of the Philippines](#)
- [New tool has potential to leverage hundreds of millions of dollars in climate finance for peace](#)
- [Level playing field: Why it is important to improve opportunities for women farmers in India](#) (ghostwritten for byline authors and placed in India's The Economic Times)

EMPLOYMENT HISTORY

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|--------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| 2023-present | Consultant Outcome stories | CGIAR FOCUS Climate Security |
| 2019-2024 | Strategic communications and content lead Campaigns • Strategy • Messaging • Media engagement • Narrative | CGIAR GENDER Impact Platform |
| 2019-2022 | Consultant Science writing & content development • Social media | Feed the Future Innovation Lab for Small Scale Irrigation |
| 2019-2020 | Consultant Science writing & content development • Copyediting | Center for International Forestry Research |
| 2017-2018 | Consultant Writing & content development • Copyediting | Mekong River Commission Secretariat |
| 2016 & 2018 | Consultant Program strategy • Web project management | CGIAR Research Program on Climate Change, Agriculture and Food Security |
| 2016 | Consultant Outcome stories | CGIAR Research Program on Dryland Systems |
| 2015 | Editor Copyediting | CGIAR Consortium |
| 2013-2020 | Consultant Strategy • Messaging • Science writing & content development • Web project management | CGIAR Research Program on Water, Land and Ecosystems |
| 2012-2013 | Consultant Strategy • Writing & content development | International Finance Corporation |
| 2011-2014 | Consultant Strategy • Publications | Swiss Agency for Development and Cooperation |
| 2011-2012 | Consultant Science writing & content development • Media engagement | CGIAR Challenge Program on Water and Food |
| 2010-2011 | Media fellow Writing & content development • Social media | Digital Divide Data |
| 2007-2009 | Program manager Storytelling • Web project management | The Moth |