

Company: Narrative Tides, Barr, France

Company Description: Narrative Tides moves the tides of public opinion toward social good.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications Professional of the Year

Nomination Title: Mariya Parodi, Narrative Tides, Consultant

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominee since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominee: his or her history and past performance (up to 200 words):

Total 200 words used.

Mariya Parodi is an impact-driven communications strategist with over 15 years of experience working across NGOs, IGOs, UN agencies, local government, and civil society. Known for delivering global media results with a quick turnaround, she has led campaigns that have shaped public discourse and driven institutional change. Before becoming an independent consultant, Mariya led the media team at Amnesty International USA, where she spearheaded high-profile communications strategies. Her work on the U.S.-Mexico border included organizing an international mission to monitor informal refugee camps, [leading a press conference](#) and [reporter embed](#) that drove sustained media coverage of abuses. Her media efforts around [U.S. military operations](#) globally led to [top-tier coverage](#) of civilian casualties, which [pressured](#) the U.S. government into publicly admitting responsibility and engaging in reform discussions with her team. Another defining moment came when she centered [human rights abuses in Myanmar](#), organizing a [press conference](#) at the UN that helped catalyze the U.S. government's [formal recognition](#) of the Myanmar genocide—only the eighth such declaration since World War II. The decision was [directly attributed](#) to Amnesty International's efforts at the time. Today, as a sought-after freelance consultant, Mariya continues to help mission-driven organizations shift global narratives.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the nominee's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

- Since early 2023, Mariya Parodi has delivered high-impact communications that advanced human rights and social justice globally. As part of the Qatar FIFA World Cup 2022-2023 Migrant Rights Coalition, Mariya represented major human rights organizations—including Amnesty International, Human Rights Watch, and the International Domestic Workers Federation—crafting a unified media strategy that amplified migrant workers' demands for justice. She organized a pivotal [press conference](#) on Abdullah Ibhais, a whistleblower whose story helped shift global narratives around migrant labor abuses.
- Representing Open Society Foundations, Mariya led a media campaign on reparations for slavery. Her strategic outreach resulted in Al Jazeera flying a team to cover the [international summit](#) on slavery reparations—spotlighting voices often excluded from mainstream coverage and expanding global awareness of the issue.
- As a consultant to Evidem, Mariya drove a 148.1% growth in social media followers and a 129.3% increase in unique website visitors within 30 days. She also [secured impactful coverage](#) in outlets like Salon, helping the organization reach broader audiences with its labor rights research.
- Mariya's media leadership at the Center for Sustainable Finance and Private Wealth [helped shape](#) financial narratives around investing for systemic change, securing leading [press coverage](#) on funders like Tara Health, advocating for reproductive rights in the U.S.
- Now with CIVICUS, she helped civil society voices break through media saturation during the largest election year in history—earning global coverage for civil society victories and mobilizations.
- Mariya combines strategic insight with a relentless drive to center underrepresented voices on the global stage.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 243 words used.

Mariya's achievements are significant not only for their reach but for their rarity in the nonprofit and human rights sectors—where global media saturation is difficult to achieve without major institutional backing. According to CIVICUS, her strategic media work helped their campaign “go viral,” a rare feat for a civil society organization.

This Spring, her media strategy around CIVICUS placing the United States on its global human rights watchlist generated over 300 media hits across five continents—unprecedented for this nonprofit report. The announcement was amplified by The Guardian and TIME on their [high-reach social media platforms](#), including a [top-performing Instagram post](#) by TIME. The story also resonated [on Reddit's r/politics subreddit](#) and [social-first outlets](#) like [Brut America](#), reaching a politically engaged audience often beyond the nonprofit sector's typical sphere.

Perhaps most notably, Mariya's work directly influenced the U.S. political news cycle during a particularly busy cycle: a TIME inquiry [prompted](#) an official comment from White House Deputy Press Secretary Anna Kelly—an extraordinary level of visibility for a global civil society organization.

Compared to standard nonprofit media performance—where even major reports often receive only a handful of international mentions—this campaign's results represent an outlier. Compared to Mariya's own past work as a consultant, this marked a peak in political and public impact, equal to her reach at Amnesty International, an organization with hundreds of media officers at its disposal, demonstrating her abilities as a changemaker with force, able to single-handedly shape global narratives.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 47 words used.

- [REDACTED FOR PUBLICATION]

Attachments/Videos/Links:

[Mariya Parodi, Narrative Tides, Consultant](#)

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