

GAEL LUNA

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SUMMARY

Strategic communications and public involvement leader with 16 years directing engagement, brand, and marketing programs for infrastructure, political, and business clients. Led public involvement for 45+ infrastructure projects representing \$4.4B+ in capital investment, communications for 32 political campaigns, and marketing for 26+ businesses and nonprofits. Bilingual (English/Spanish) with a track record of driving measurable reach, compliance, and team performance.

CORE SKILLS

Strategic Communications & Public Involvement: Public participation strategy, community outreach, EJ/LEP/demographic compliance analysis, political & crisis communications, brand strategy, targeted communication, media relations, earned media, creative strategy.
Marketing & Design: Traditional & digital advertising, copywriting, WordPress web design, social media content, graphic design.
Leadership & Tools: Staff management & coaching, project management, budgeting/estimating, Google Workspace, Office 365.
Languages: English (C2), Spanish (B2), German (B1), Mandarin (HSK2).

PROFESSIONAL EXPERIENCE

Lunar Mosaic

May 2025 – Present

Strategic Communications and Public Participation Lead

Tempe, AZ

- Generated 2,000+ actionable leads for use with agency email marketing campaigns.
- Built brand identities and marketing collateral for 9 clients in fitness, AI, tourism, education, manufacturing, and skilled trades.
- Designed and launched 12 client websites, including booking, digital-menu, and payment-integrated builds.
- Created estimate, proposal, and brand-development templates that standardized client-facing deliverables agency-wide.

Arizona Department of Transportation (ADOT)

Nov. 2023 – May 2025

Community Relations Project Manager

Phoenix, AZ

- Directed public involvement for 15 projects worth \$4.4B+, including the \$3.5B SR 30/Loop and \$613M Loop 303 corridor.
- Managed local agencies and consultants to ensure contract, federal, and state regulatory compliance.
- Led demographic, Environmental Justice, LEP, and constraints analyses ensuring full regulatory compliance across all projects.
- Translated public involvement materials into Spanish, extending equitable outreach to LEP communities.

Torres Multicultural Communications

Sept. 2021 – June 2023

Public Involvement Account Supervisor

Phoenix, AZ

- Led a 4-person team to zero turnover and consistent high performance across rail, freeway, and workforce development contracts.
- Designed an employee development program (coaching, protected training time, MOOC funding) adopted as company standard.
- Built an in-house learning management system, eliminating manual onboarding and improving mandatory-training tracking.

Your Project Marketing and Outreach

June 2018 – Aug. 2021

Public Involvement Project Manager

Phoenix, AZ

- Managed public involvement for 42 transportation and water/wastewater projects across Arizona municipalities.
- Drove a 10x reach increase for a 4-month arterial reconstruction: 300,000+ impressions, website visits from dozens to 13,500+.
- Directed community relations planning for a \$776M freeway project, including oversight of a \$500K mobile app prototype.

Method Social Kinetics

Nov. 2016 – June 2018

Political Communications Strategist

Tempe, AZ

- Directed branding and strategic communications for 15 campaigns, including congressional, legislative, and other races.
- Led a statewide campaign reaching more people than the total AZ electorate.
- Managed 14 staff, 6 contractors and volunteers that completed 26,000 calls, 53,000 texts, 23,000 door-knocks.
- Unseated a six-term incumbent against polling projections.
- Earned media coverage from CNN, BBC, Washington Post, and other national outlets.

AWARDS & RECOGNITION

TRB Award, Public Relations | AASHTO TransComm Awards, Public Relations & Marketing | WTS Phoenix Project of the Year | ACEC Arizona Grand Canyon Award | 3 PRSA Copper Anvil Awards | 7 Statewide & 6 Regional Addy Awards | AGC Build Arizona Award

EDUCATION

BS, Political Science — Arizona State University, Tempe, AZ

AS, Political Science; AA, Arts — Mesa Community College, Mesa, AZ

CERTIFICATIONS

Teaching English to Speakers of Other Languages (TESOL), Arizona State University (2026) | Impacts of Environment on Public Health, University of Michigan (2025) | Graphic Design Specialization, CalArts (2021) | Foundations in Public Participation, IAP2 (2021) | Race, Gender & Workplace Equity, Catalyst Inc. (2021) | Google Analytics, Digital Sales & Ads Fundamentals, Google (2019)