

Trudi McDonald, MPRII

Profile

Trudi McDonald is an experienced PR and Communications manager, currently working as Corporate Communications and Public Affairs Manager at Fáilte Ireland. She has a wealth of experience across consumer and corporate communications, both in-agency, freelance and in-house public sector, which allows her to bring a unique blend of expertise, creativity, and results-driven focus to the table.

Trudi has worked in communications and PR in the UK and Ireland for the last 8 years. She was a key member of the Consumer PR team in Wilson Hartnell, developing award-winning campaigns for clients including AIB, Eason, Centra and IKEA Ireland. She also spent time working in a boutique consumer agency in Leeds, UK, as PR lead on FMCG and transport clients.

In 2020, Trudi joined the Corporate Communications and Public Affairs division in Fáilte Ireland, developing and implementing strategic communications and public affairs plans that support the sustainable development of tourism in Ireland.

In 2019, Trudi won the Cannes Young Lion for PR and represented Ireland at the prestigious Cannes Lions Festival of Creativity. She is a founding member of the Purpose Disruptors Ireland PR group and is an active member of the PRII.

Trudi is a graduate of the University of Leeds (MA Corporate Communications, Marketing and PR), Dublin City University (BA Journalism) and is currently pursuing a MSc in International Public Policy at Queen's University Belfast. This academic background has allowed Trudi to hone her communication skills and develop a deep understanding of the intersection between communications, public perception, and policy.

Trudi is passionate about PR and communications and would relish the opportunity to join the Council in order to contribute to shaping the strategic direction of the PRII, and help to raise the profile of the industry. If elected, Trudi's areas of focus would include increasing member engagement, creating new opportunities for learning in the areas of AI, misinformation, and climate action, as well as a focus on diversity and inclusion in the industry.

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