

SKILLS

Strategy: communications, social media, news media

Leadership: Project management, strategic planning, facilitation, executive briefing, team building

Research/Writing: humanitarian, international development, health, science, environment, public policy, corporate comms

Digital: SEO, SEM, social media marketing, Google AdWords

Software: Adobe CC (InDesign, Illustrator, Photoshop, Premiere), MS Office, WordPress, Drupal, Mac and PC systems

Media: press events, media training, briefing notes, key messages, executive talking points.

QUALIFICATIONS & TRAINING

Supervisory Skills Program: World Food Programme

Leadership Framework: World Food Programme

Brand Management: U. of Toronto

Digital Marketing Management: U. of Toronto

Project Management: U. of Toronto

Critical Incident Response Team: MSF Canada

Crisis Cell Security Training: MSF South Africa

First Aid, CPR: National Lifesaving Society

PADI Open Water Diver: Pro-Dive, Cairns, Australia

International Driver's License: Toronto, Canada

WORK EXPERIENCE

COMMUNICATIONS & KNOWLEDGE MANAGEMENT TEAM LEAD

World Food Programme, Innovation Accelerator, Munich, Germany July 2019 - Present

- Lead team of 9 in writing, social media, web development, briefing notes, operational updates, executive briefings and talking points, developing field content for online and in live events (United Nations General Assembly) and innovation bootcamp event production. Recruitment committee.
- Won 4 Anthem (Webby) Awards 2022 for best brand campaign, corporate initiative, community space; and 4 FastCompany awards for Most Innovative Non-Profit Organisations 2021, Innovation Team of the Year 2020, Best Workplace for Innovators 2020. WFP was awarded the 2020 Nobel Peace Prize during my time.

COMMUNICATIONS STRATEGIST

Grand Challenges Canada, Toronto, Canada March 2018 - June 2019

- Built 5 websites, digital strategy, social media, digital marketing, annual report, for innovation impact investor.

COUNTRY DIRECTOR, COMMUNICATIONS INSTRUCTOR

Humanitarian U, Quebec City, Canada; Baltimore, MD, and Millwood, VA, USA July 2016 – June 2018

- Instructor: field operational communications and social media strategy in emergency humanitarian response.

BRAND AND DIGITAL STRATEGIST

Mastercard Foundation, Toronto, Canada; Kigali, Rwanda; Accra, Ghana July 2016 – February 2018

- Social media and digital strategy, risk management policy, website redevelopment of www.MastercardFdn.org with accessibility compliance standards.
- Corporate rebranding in coordination with Mastercard International, New York.

SPECIALIST, DIGITAL ENGAGEMENT & OUTREACH

Canadian Partnership Against Cancer, Toronto, Canada April 2013 – June 2016

- Social media strategy and development of cancer patient testimonial website: www.YourCancerStory.ca

MANAGER, ONLINE / INTERACTIVE MEDIA

Médecins Sans Frontières (MSF), Toronto, Canada

October 2011 – April 2013

- Social media strategy, website project management leading global team to redevelop www.MSF.ca, www.MSF.org.uk, and www.DoctorsWithoutBorders.org

OPERATIONAL COMMUNICATIONS ADVISOR

Médecins Sans Frontières (MSF), Johannesburg, South Africa

August 2009 – September 2011

- Communications strategy for Lesotho, Malawi, Mozambique, South Africa, Zimbabwe humanitarian operations.
- Placed global media stories in: AP, AFP, Al Jazeera, BBC, CBC, CP, IRIN, Financial Times, NPR, Reuters, etc.
- Produced World AIDS Day & World Tuberculosis Day events, operational reports, briefing papers,

MANAGER, WEB DEVELOPMENT

Médecins Sans Frontières (MSF), Toronto, Canada

February 2001 – August 2009

- Web project management to redevelop www.MSF.ca, built first global field blog platform and national social media campaign, leveraged field blog content on global media outlets: Reuters, AlertNet, DFID, BBC, CBC.
- Field Producer: Angola, Bolivia, Colombia, D.R.Congo, Ethiopia, Guatemala, Kenya, Rwanda, South Africa.

DIGITAL EDITOR

October 1999 – April 2002

International Institute for Sustainable Development (IISD), United Nations (UN), New York, USA

- Policy analysis for United Nations environment and development negotiations: Climate change, hazardous waste, biodiversity, sustainable development, internet access, in Basel, Bonn, Geneva, Kuala Lumpur, Lyon, Marrakech, Montpellier, Montreal, Nairobi, New York, Rio de Janeiro.

DEVELOPMENT COMMUNICATIONS OFFICER

August 1997 – May 1998

World Conservation Union (IUCN) / Canadian International Development Agency (CIDA), Karachi, Pakistan

- High-level governmental and NGO partner briefings on information management systems and media relations.

MANAGEMENT ASSISTANT (Intern)

International Development Research Centre (IDRC), Harare, Zimbabwe

September 1995 – August 1996

- Corporate communications, logistics and procurement: tendering, shipping and receiving of technical supplies and vehicles in SADC region: Botswana, Kenya, Mozambique, South Africa, Tanzania, Zambia, and Zimbabwe.

AWARDS

- **Anthem Awards:** 2 gold, 2 silver for innovation, brand campaign, corporate initiative, community platform
- **FastCompany:** 2 platinum awards for social media marketing strategy for Mastercard Foundation
- **MarCom:** 2 platinum awards for social media marketing strategy for Mastercard Foundation
- **Webby Award:** Honorable Mention, Online Film & Video, Best Documentary: Urban Survivors – Johannesburg
- **10-Year Service Award:** AIDS Committee of Toronto (ACT)
- **Site of the Day Award:** Adobe Macromedia. World Refugee Day 2003 – Angola
- **Youth International Internship Award:** Canadian International Development Agency (CIDA)

VOLUNTEER WORK

BOARD DIRECTOR – Ontario Water Polo Association – rebranded this provincial sport governing body

BOARD DIRECTOR – AIDS Committee of Toronto (ACT), Chair of Strategic Planning, and Programs sub-committees

BOARD DIRECTOR – Dignitas International (Founding Board Director)

EDUCATION

University of Toronto, Bachelor of Arts (Honors)

Specialist: Political Science, International Development

Project Management certificate

Social Media Strategy / Digital Marketing certificate

Multimedia & Brand Journalism certificate

Trent University, Bachelor of Science

Biology / Environmental Science

Languages

English – Fluent

French – B1

German – A2

Spanish – A1

REFERENCES

Available upon request.