

## Portfolio of Selected Work January 2018

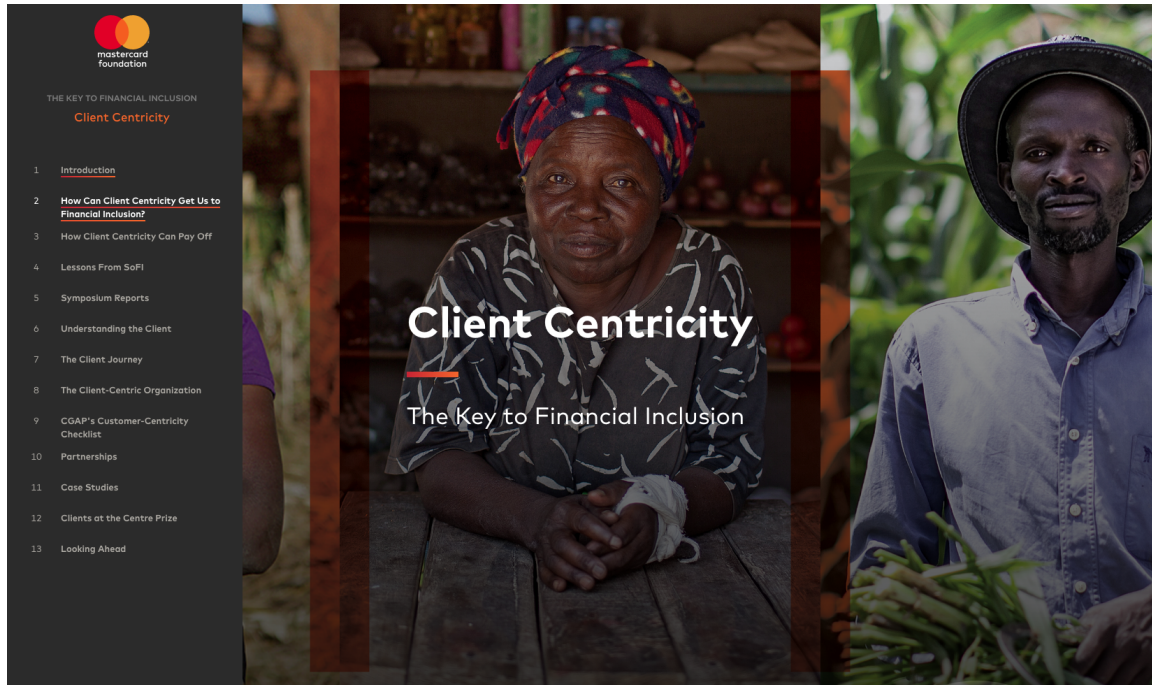
### Mastercard Foundation – Social Media Strategy (2016 – present)

Resetting the social media strategy focused on engagement objectives and resulted in 75% growth of its 4 platforms (Twitter, Facebook, LinkedIn and Instagram) over 18 months.

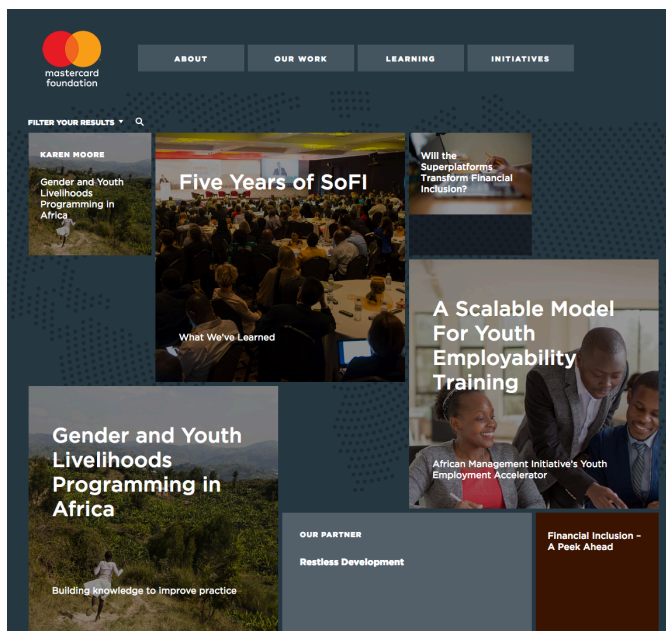
The image is a collage of social media screenshots for the Mastercard Foundation. At the top, there's a Facebook profile page for the Mastercard Foundation, showing a cover photo of a group of students in a classroom with their hands raised. The bio identifies it as a Nonprofit Organization in Toronto, Ontario, with a 4.5-star rating and 78,574 likes. Below this, there's a screenshot of a Twitter feed. The top tweet is from MastercardFoundation (@MastercardFdn) about wrapping up five years of #SoFi with a Client-Centricity Report. Another tweet mentions Fatuma's experience as an #MCFScholar at #EARTH\_uni. To the right of the Twitter feed is a screenshot of an Instagram profile for @mastercardfoundation, showing 298 posts, 5,723 followers, and 274 following. The bio on Instagram reads: "We #EnvisionAWorld where the strength, resilience and talents of young people catalyze growth and prosperity in Africa." The bottom right of the collage shows a grid of Instagram posts featuring various individuals, likely beneficiaries or partners of the foundation.

## Mastercard Foundation – Website Redevelopment (2017 – present)

Conducted digital audit, audience audits, internal needs assessments, and saw the Foundation through the development of visual styles, typography systems, integration of new brand guidelines, and digital strategy to develop templates for the full website redesign, and the development of a case studies format for reporting on deep-dive subject matter.



New case studies report format (2018)



Old website design (2014-2018).

## Ontario Water Polo Association – Corporate Rebranding (2018)

Creative re-branding working with 2 creative agencies in Canada to modernize this provincial governing body for sport. Developed creative brief, led approval process through board of directors and members, developed brand guidelines, produced internal and external collateral.



Link: [www.ontariowaterpolo.ca](http://www.ontariowaterpolo.ca)

## Mastercard Foundation – Corporate Rebranding (2017)

International legal and creative rebranding, working with 3 creative agencies and legal registration in Canada, USA, and global. Developed creative brief with explorations of colour, shape, typography, led the approval process through executive and board approvals, developed brand guidelines, and produced internal and external collateral.



Links: <http://www.mastercardfdn.org>

## MSF Canada, UK, USA – Corporate Website (2013)

International project management, creative design, user experience, typographic system, built on a Drupal open source content management system, hosted on Amazon global failsafe server.

MSF CANADA EN | FR

**MEDECINS SANS FRONTIERES  
DOCTORS WITHOUT BORDERS**

Medical aid where it is needed most. Independent. Neutral. Impartial.

ABOUT US OUR WORK WORK WITH US NEWS & STORIES SUPPORT US **DONATE**

**NOT A TARGET**

**Join our social media action in solidarity with civilians in war zones**  
Hospitals, patients, doctors and non-combatants are coming under attack in Syria, Yemen, Afghanistan and elsewhere. Help us tell the world that civilians are #NotATarget. **SHOW YOUR SUPPORT**

Who We Are Issues in Focus Where MSF Works

**News and Blogs: Stories from the front line** MORE STORIES 1 of 18

**SUPPORTER STORIES 2016**  
DISPATCHES | 03.24.2016  
**Supporter Stories: A Toronto high school student explains how MSF's work inspired the organizers of the 2016 Music Without Borders concert**

**Canadians on Mission: Meet the field workers who helped MSF make a lifesaving difference in 2015**  
DISPATCHES | 03.18.2016

**Terror and exile in Syria: Five years of war, exodus and urgent medical needs**  
VOICE FROM THE FIELD | 03.17.2016

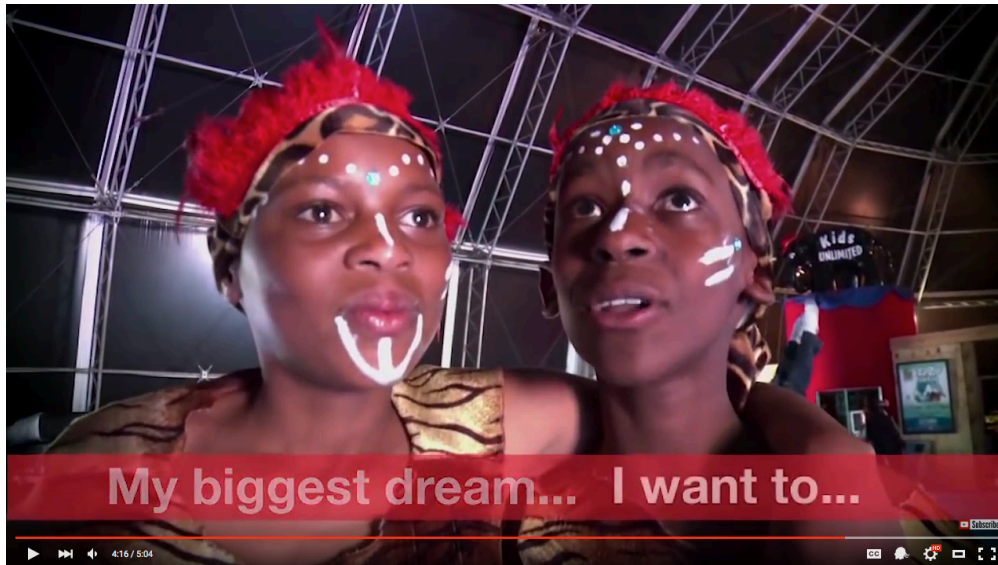
**Stranded: A Canadian MSF doctor describes the plight of people trapped on the Greek and Macedonian border**  
DISPATCHES | 03.10.2016

Links: [www.msf.ca](http://www.msf.ca) , [www.doctorswithoutborders.org](http://www.doctorswithoutborders.org) , [www.msf.org.uk](http://www.msf.org.uk)

## MSF South Africa – “World AIDS Day” video (2010)

World AIDS Day 2010 in Khayelitsha township, South Africa. Locally produced video of Zip Zap Circus School, which provides social support to children living with HIV/AIDS in one of South Africa’s largest townships.

<https://www.youtube.com/watch?v=v0eCvHAtsu0>



## MSF USA – “No Excuse” video series (2010)

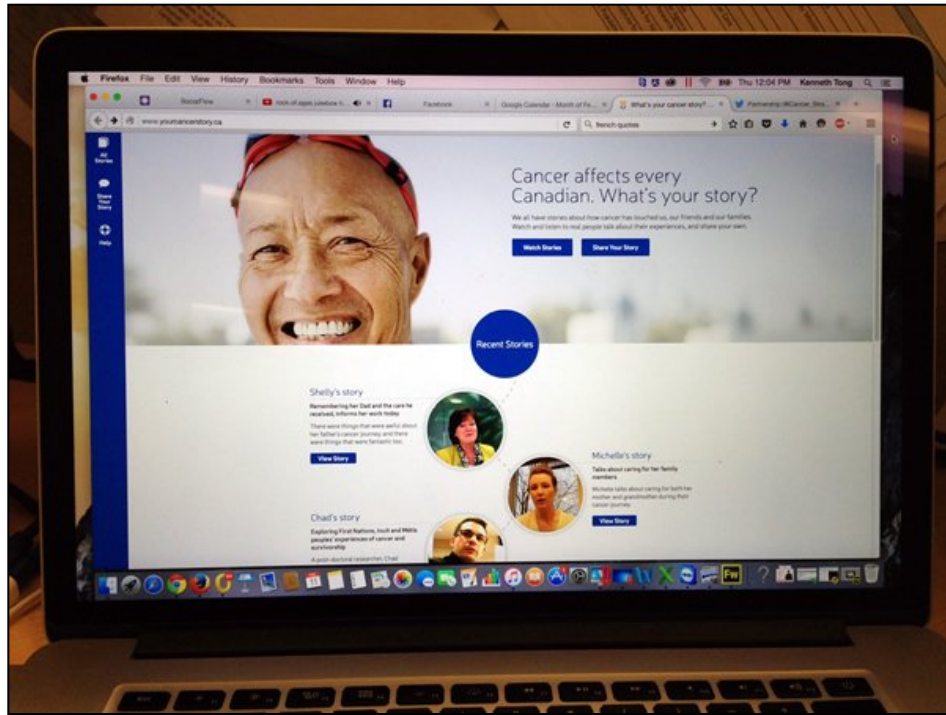
Filmed and produced a series of 5 videos about adapting western models of HIV care to low-resource settings. This included film production visits in rural Malawi, Mozambique, South Africa, and Zimbabwe to interview patients and medical staff.

<https://youtu.be/SZPnFpySafY?list=PL0A6091B0BA508A7B>



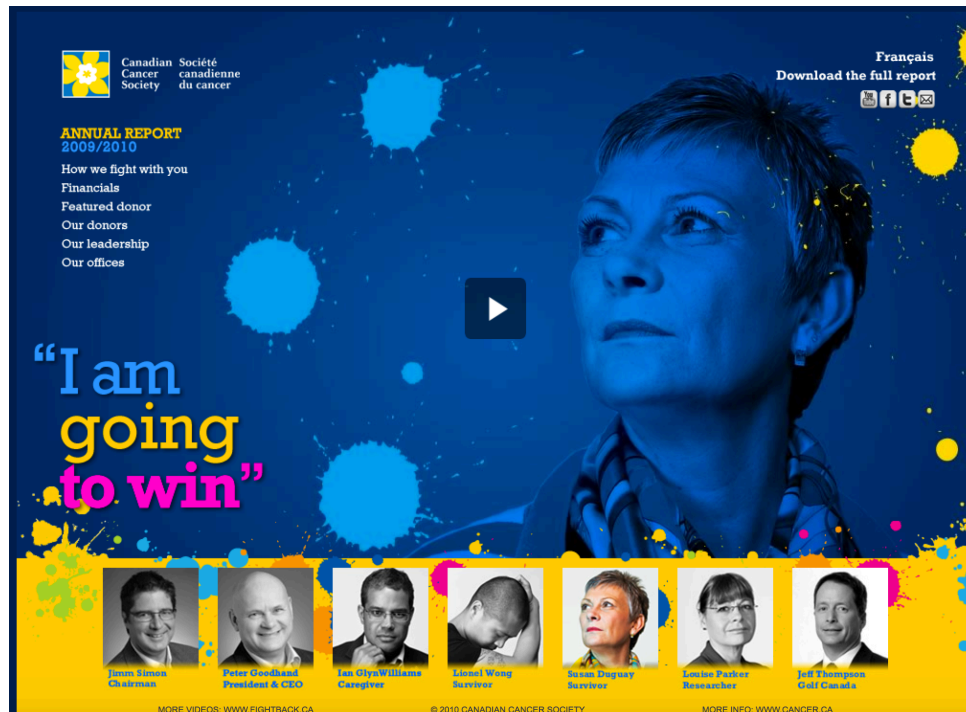
## Canadian Partnership Against Cancer – “YourCancerStory” (2016)

Designed website, digital project management, interviewed participants, produced video testimonials of personal cancer stories using iPhone video and photography.



## Canadian Cancer Society – Digital Annual Report (2010)

Designed website, digital project management, video production, graphic design, writing, and production of video testimonials from CEO, Board Chair, Patients, Sponsor, and Cancer Researcher.



## MSF Canada / South Africa – “World AIDS Day” video website (2009)

Filmed video, designed website, produced web graphics, directed film editing, wrote content on subject of HIV and TB treatment in the Khayelitsha township of South Africa. Collaboration with the Treatment Action Campaign.



## MSF Canada – Annual Report (2008)

Designed, hand coded, produced graphics and wrote text.



## MSF (English Language) on Facebook (2007-2013)

Established MSF's social media footprint on Facebook and Twitter, including subsequent social media strategy and management guidelines, and content development.

<https://www.facebook.com/msf.english/>

Doctors Without Borders/ Médecins Sans Frontières (MSF)

Doctors Without Borders/ Médecins Sans Frontières (MSF) Non-Profit Organization

Donate Now Liked Share

Timeline About Donate to MSF Livestream More

Search for posts on this Page

1,147,622 people like this  
Jaime Wah and 262 other friends

Invite friends to like this Page

ABOUT

78 rue de Lausanne  
1211 Geneva 21, Switzerland

Ask for Doctors Without Borders/ Médecins Sans Frontières (MSF)'s phone

Ask for Doctors Without Borders/ Médecins Sans Frontières (MSF)'s website

Doctors Without Borders/ Médecins Sans Frontières (MSF)

13 hrs · \*

Benn McGregor, a Grade 10 student in Toronto, describes how he and his friends were inspired to organize the upcoming [Music Without Borders Concert](#) in support of MSF and how it became a celebration of art and the ability of young people to make a difference in the world. Thanks so much for your amazing support!

Supporter Stories: A Toronto high school student explains how MSF's work inspired the organizers...

Benn McGregor is a Grade 10 student in Toronto. In the article below, he describes how the event he and his friends organized in support of Doctors Without...

MSF.CA



## MSF Canada on Twitter (2008 to 2013)

Established MSF Canada's twitter presence, including daily community management, content development, digital strategy, and management guidelines.

[http://www.twitter.com/MSF\\_canada](http://www.twitter.com/MSF_canada)

**MSF Canada** @MSF\_canada  
Doctors Without Borders/Médecins Sans Frontières (MSF), one of the world's leading international medical humanitarian organizations.  
Canada  
msf.ca  
Joined May 2008

TWEETS 11.1K FOLLOWING 2,275 FOLLOWERS 18.2K LIKES 2,127 LISTS 13

**MSF Canada** @MSF\_canada · Feb 26  
We stand with civilians, patients, medical workers and hospitals #NotATarget msf.ca/en/notatarget

**HumanitarianU** @HumanitarianU · 13h  
We demand that hospitals are #NotATarget. Shocking number of medical facilities being bombed msf.ca/notatarget  
Lisa Oddy and Dr Kirsten Johnson

Who to follow · Refresh · View all  
Dominic Howard @Domi...  
Morgan Nicholls @CaptMor...  
Dominic Anderson @doma...  
Find friends

Toronto Trends · Change  
April Fools @Independent, @UFO4U and 1 more are Tweeting about this  
#Twenty68 30.9K Tweets  
#TeslaModel3 20K Tweets  
#The100 86.9K Tweets  
#Militomo 132K Tweets  
#prgrs16 @ewb and @OpenCanada are Tweeting about this  
TLOP 22K Tweets  
Sam Hamad Started trending in the last hour  
Zaha Hadid 233K Tweets  
Mike Condon Trending for 6 hours now

© 2016 Twitter About Help Terms Privacy Cookies Ads info

## Canadian Partnership Against Cancer on Twitter (2014 – present)

Established federal level cancer control agency's first social media footprint on Twitter, Facebook, LinkedIn and YouTube to engage system-level discourse on cancer and health policy development. Wrote community management guidelines, social media monitoring practice, content development and graphic design. Includes regular social media marketing and digital strategy.

[http://www.twitter.com/cancer\\_strategy](http://www.twitter.com/cancer_strategy)

**Quality and Sustainability in Cancer Control**  
A SYSTEM PERFORMANCE SPOTLIGHT REPORT  
[systemperformance.ca](http://systemperformance.ca)

**Qualité et durabilité de la lutte contre le cancer**  
RAPPORT CIBLE SUR LE RENDEMENT DU SYSTÈME  
[rendementdusysteme.ca](http://rendementdusysteme.ca)

CANADIAN PARTNERSHIP AGAINST CANCER / PARTENARIAT CANADIEN CONTRE LE CANCER  
[www.partnershipagainstcancer.ca](http://www.partnershipagainstcancer.ca)

TWEETS 3,007 | FOLLOWING 1,676 | FOLLOWERS 1,811 | LIKES 1,601 | LISTS 2

**Partnership** @Cancer\_Strategy  
The Canadian Partnership Against Cancer (CPAC) / Le Partenariat canadien contre le cancer (PCCC). Convening, catalyzing, integrating and brokering knowledge.  
Toronto, Canada  
[partnershipagainstcancer.ca](http://partnershipagainstcancer.ca)  
Joined May 2013

**Tweets** | Tweets & replies | Media

**Partnership** @Cancer\_Strategy · 17h  
VIDEO: Monitoring Choosing Wisely Canada #cancer recommendations matters [bit.ly/22ReBAE](http://bit.ly/22ReBAE) @ChooseWiselyCA

**Partnership** @Cancer\_Strategy · 17h  
Download the new #SystemPerformance report PDF: Quality & Sustainability in #Cancer Control: [bit.ly/25ysmY](http://bit.ly/25ysmY)

**Who to follow** · Refresh · View all

- Dominic Howard @Domi... Follow
- Morgan Nicholls @CaptMor... Follow

**Toronto Trends** · Change

- April Fools** @Independent, @UFO4U and 1 more are Tweeting about this
- #Twenty88** 30.9K Tweets
- #TeslaModel3** 20K Tweets
- #The100** 86.9K Tweets
- #Miiitomo** 132K Tweets
- #prgrs16** @ewb and @OpenCanada are Tweeting about this
- TLOP** 22K Tweets
- Sam Hamad** Started trending in the last hour
- Zaha Hadid** 233K Tweets

<https://www.facebook.com/CanadianPartnershipAgainstCancer>

Canadian Partnership Against Cancer

Page Messages Notifications 4 Insights Publishing Tools

MARCH 2016

## Quality and Sustainability in Cancer Control

A SYSTEM PERFORMANCE SPOTLIGHT REPORT

[systemperformance.ca](http://systemperformance.ca)

MARS 2016

## Qualité et durabilité de la lutte contre le cancer

RAPPORT CIBLE SUR LE RENDEMENT DU SYSTÈME

[rendementdusysteme.ca](http://rendementdusysteme.ca)

Canadian Partnership Against Cancer Health Agency

CANADIAN PARTNERSHIP AGAINST CANCER PARTENARIAT CANADIEN CONTRE LE CANCER

Create Call to Action Liked Message

Timeline About Photos Reviews More

Search for posts on this Page

100% response rate, 40-mins response time  
Respond faster to turn on the badge

1,312 likes +5 this week  
Colin Le Fevre and 12 other friends

8 were here 0 this week

View Pages Feed  
See posts from other Pages

Boost Your Post  
"Download L..." is performing better than 90% of your recent posts.

Invite friends to like this Page

Let People Find Canadian Partnership Against Cancer

Use a Get Directions button to lead them directly to 1 University Ave. Suite 300.

Promote Local Business

ABOUT

Status Photo / Video Offer, Event +

Write something...

Canadian Partnership Against Cancer  
Published by SocialFlow (?) · 17 hrs ·

Plus n'est pas toujours synonyme de mieux en matière de soins contre le cancer. La réduction des pratiques de soins contre le cancer inutiles et de faible valeur profite aux patients. Nouveau rapport : Qualité et durabilité de la lutte contre le cancer. En savoir plus : <http://bit.ly/1ooiKsX>

See Translation

MARS 2016

## Qualité et durabilité de la lutte contre le cancer

RAPPORT CIBLE SUR LE RENDEMENT DU SYSTÈME

[rendementdusysteme.ca](http://rendementdusysteme.ca)

Qualité et durabilité de la lutte contre le cancer  
Rapport cible sur le rendement du système

PARTNERSHIPAGAINSTCANCER.CA