

Communications Experience:

Content Editor

CGAP Microfinance Gateway, World Bank

Remote, Berkeley, CA

Jul. 2015 – Present

- Provide first-rate content management for World Bank financial inclusion site through sourcing, creating, and curating industry-relevant publications, articles, and announcements
- Create and implement marketing plan for live events, online channels including social media, and strategic alliances with media partners
- Oversee site management including analytics, content moderation, and editorial calendar

Community and Growth Manager

Samahope

San Francisco, CA

Sep. 2014 – Apr. 2015

- Drove growth of user base by 5% by leveraging online, offline, and social media channels
- Managed Samahope's ongoing communication, engagement with, and acquisition of donors to increase site traffic, conversions, monthly giving and one-time gift amounts
- Built, managed, and optimized strategic marketing campaigns encompassing SEO, online media, analytics, social media management, and brand strategy.

Development and Communications Manager

International Development Exchange (IDEX)

San Francisco, CA

Jul. 2012 – Sep. 2014

- Coordinated an integrated development and communications program with a strong focus on fundraising through online and direct mail channels that netted over \$200,000
- Added over 2,500 social media or email contacts, increased virality of social media content
- Devised and acted on earned media plan; including international coverage
- Planned and produced digital content for website, online events, email and social media

Communications Consultant

Trenton DuVal Consulting

San Francisco, CA

Sep. 2007 – Jun. 2012

- Devised and implemented online communications and social media strategies for nonprofit and philanthropic clients, including the Wikimedia Foundation and MoveOn.org
- Designed and hand-coded websites, including text and photographic content, for a variety of clients, ranging from small businesses to Kenya's largest microfinance institution
- Wrote and edited blog posts and articles for online audiences at the GigaOm network, Examiner.com, NoHayCamino.com

Contributing Editor

NetSquared initiative at TechSoup

San Francisco, CA

Aug. 2011 – May 2012

- Guided strategy and produced content for NetSquared's new online community platform
- Wrote multiple weekly articles on the intersection of the web and social change organizations

Online Content Manager

Davis & San Francisco, CA

Freedom from Hunger

Sep. 2008 – Nov. 2008

- Coordinated assets and produced content for the primary and technical websites, social media, annual report and other print collateral of an international microfinance organization
- Raised over \$12,000 in direct donations and a \$30,000 matching grant through new strategy, content and marketing for “Freedom from Hunger Day” fundraising event

Communications Manager

Washington, DC

Microcredit Summit Campaign

Jan. 2005 – Jun. 2007

- Managed communications projects of a global action network including website redesign and ongoing updates, annual report publication and emails to 14,000 member list
- Assisted in production of Latin America Regional and Global Microcredit Summits of over 2,000 delegates, including heads of state
- Collected and compiled data from microfinance institutions worldwide and edited text for the 2005 and 2006 State of the Microcredit Summit Campaign Reports

Additional Experience:

First Mate

Mediterranean & Atlantic

Sailing Vessel Tocayo

Apr. 2009 – Jan. 2010

- Sailed from Israel to Barbados, through the Mediterranean, responsible for navigation, pilotage, stocking provisions, training supplementary crew members and boat maintenance

Field Organizer

Prescott, AZ & Las Vegas, NV

Democratic Campaign - Kerry/Edwards

Sep. 2004 – Nov. 2004

- Recruited and managed grassroots volunteer base for national-level campaign to coordinate phone banks, canvassing, community outreach and other campaign tasks
- Met or exceeded goals for Democratic voter turnout on Election Day in my districts

Education:

Thunderbird School of Global Management – American Express Leadership Academy, 2013

University of Illinois, Chicago – Marketing Management for Nonprofit Organizations, 2010

University of California, Berkeley – B.A. English Literature with pre-medical course of study, 2000

Languages:

Spanish – Fluent

French – Intermediate

Software:

Adobe Creative Suite – Photoshop, InDesign

Content Management – WordPress, Drupal

Microsoft Office – Word, Excel, PowerPoint

Client Relationship Management – Salesforce