

Communications Experience:

Communications Manager

Berkeley International Office, UC Berkeley

Berkeley, CA

Aug. 2016 – Present

- Led comprehensive communications program for international population of over 12,000 as well as campus faculty and staff
- Created and implemented comprehensive long and short-term strategic communications. Provided advice and counsel to department leadership team on all aspects of communications.
- Evaluated effectiveness of communications practices and campaigns
- Produced high quality digital, multimedia and print products that effectively delivered the desired message within budget and time constraints

Content Editor

CGAP Microfinance Gateway, World Bank

Remote

Jul. 2015 – Jul. 2016

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

Community and Growth Manager

Samahope

San Francisco, CA

Sep. 2014 – Jun.

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

Development and Communications Manager

International Development Exchange (IDEX)

San Francisco, CA

Jul. 2012 – Sep.

- 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 communications for web, email, social media and offline events

Communications Consultant

Trenton DuVal Consulting

San Francisco, CA

Nov. 2010 – Jun. 2012

- Devised and implemented digital communications and social media strategies for nonprofits and philanthropies, including the Wikimedia Foundation, NetSquared, and Haas, Jr. Fund
- Wrote, edited, and produced copy, web content, and print collateral for various audience

New Media Project Intern

Oakland, CA

MoveOn.org Civic Action

Sep. 2011 – Dec. 2011

- Identified, curated and presented highly spreadable, progressive online media that was shared millions of times by over 4 million monthly visitors
- Created and implemented strategies for increasing the viral spread of content on social media

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

Web Consultant

Various

Ten Ton Designs

Sep. 2007 – Nov. 2008

- 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

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

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