

SKILLS

- **Strategy:** Social media, communications, news media
- **Leadership:** project management, strategic planning, facilitation, executive briefing, team building
- **Digital:** SEO, SEM, social media marketing, Google Adwords
- **Software:** Adobe CC (InDesign, Illustrator, Photoshop, Premiere), Final Cut Pro, MS Office, WordPress, Drupal, Macintosh and PCs
- **Media:** press events, media training, briefing notes, key messages
- **Journalism:** written, photographic, audio/video
- **Research/Writing:** health, science, environment, development, public policy; newsletters, corporate communications

QUALIFICATIONS & TRAINING

- **Digital Marketing Management:** University of Toronto
- **Project Management:** University of Toronto
- **Critical Incident Response Team:** MSF, Toronto, Canada
- **Crisis Cell Security Training:** MSF, Johannesburg, South Africa
- **Non-Violent Crisis Intervention:** University of Toronto
- **National Lifeguard Service:** National Lifesaving Society
- **First Aid, CPR:** National Lifesaving Society
- **National Coaching Certification:** Coaching Association of Canada
- **PADI Open Water Diver:** Pro-Dive, Cairns, Australia

WORK EXPERIENCE

BRAND AND DIGITAL STRATEGIST

Mastercard Foundation, Toronto, Canada; Kigali, Rwanda; Accra, Ghana

July 2016 – Present

- **Social media strategy:** digital strategy, live conference engagement, grew global followers 75% and engagement by 5%.
- **Corporate Rebranding:** creative and legal re-branding in coordination with Mastercard International, New York.
- **Project management:** re-developing www.MastercardFdn.org with AODA compliance standards.

SPECIALIST, DIGITAL ENGAGEMENT & OUTREACH

Canadian Partnership Against Cancer (CPAC), Toronto, Canada

April 2013 – June 2016

- **Social media strategy:** wrote national strategy, produced digital graphics, grew social media followers 1,000% over 2 years.
- **Innovation:** developed new cancer patient engagement testimonial website: www.YourCancerStory.ca
- **Leadership:** Chair of Social Media Working Group, a cross-functional decision-making platform.

MANAGER, ONLINE / INTERACTIVE MEDIA

Médecins Sans Frontières / Doctors Without Borders (MSF), Toronto, Canada

October 2011 – April 2013

- **Social media strategy:** Elevated MSF Canada's social media presence, produced digital images, increased audience 200%.
- **Project management:** re-developed www.MSF.ca, www.MSF.org.uk, and www.DoctorsWithoutBorders.org
- **Leadership:** developed Drupal7 content management system, international vendor contracting, high-load global cloud hosting, saving over \$500,000 in development costs for 4 global offices.

OPERATIONAL COMMUNICATIONS ADVISOR

Médecins Sans Frontières / Doctors Without Borders (MSF), Johannesburg, South Africa

August 2009 – September 2011

- **Established:** first decentralised communications advisor position in Johannesburg, South Africa.
- **Communications strategy:** designed for Lesotho, Malawi, Mozambique, South Africa, Zimbabwe field operations.
- **Global media impact:** Humanitarian issues on: AP, AFP, Al Jazeera, BBC, CBC, CP, IRIN, Financial Times, NPR, Reuters, etc.
- **Producer:** World AIDS Day & World Tuberculosis Day events, operational reports, briefing papers, www.UrbanSurvivors.org
- **Strategic planning:** Facilitated 5-year strategic plan, ratified by Southern African annual general assembly.

MANAGER, WEB DEVELOPMENT

Médecins Sans Frontières / Doctors Without Borders (MSF), Toronto, Canada

February 2001 – August 2009

- **Grew corporate web 700%** on www.MSF.ca, pioneered first global field blog platform and national social media campaign.
- **Executive advisor:** MSF international executive on web strategy, social media, digital communications.

- **Leadership:** Strategic planning, digital communications coordination, field production, contract management, IT systems.
- **Media partnerships:** Leveraged field blog content for distribution on Reuters, AlertNet, DFID, BBC, CBC.
- **Public speaking:** University of Toronto, Faculty of Medicine, School of Public Health; Social Media Week – Toronto.
- **Field Producer:** Angola, Bolivia, Colombia, Democratic Rep. of 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:** Intergovernmental environment and development negotiations at UN platforms: 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.
- **Knowledge products:** Executive briefing notes, newsletters and supplementals.
- **Digital media production:** photography, audio interviews, print newsletter production, websites.

DEVELOPMENT COMMUNICATIONS OFFICER

August 1997 – May 1998

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

- **Executive briefing:** High-level governmental and non-governmental partners on information management systems.
- **Media relations:** Journalist resource centre, key messages on environmental programs.

MANAGEMENT ASSISTANT (Intern)

International Development Research Centre (IDRC), Harare, Zimbabwe

September 1995 – August 1996

- **Corporate communications:** Project newsletter writing, editing, and pre-press production.
- **Procurement:** Managed international tendering, shipping and receiving of imported technical supplies and vehicles.
- **Logistics:** conference logistics in Botswana, Kenya, Mozambique, South Africa, Tanzania, Zambia, and Zimbabwe.

AWARDS

- **Nomination: 16 Annual Webby Awards:** Online Film & Video, Best Documentary Series – www.UrbanSurvivors.org
- **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)

TECHNICAL ADVISORY BOARD MEMBER – Millennium Scholarship Foundation

PRESS & MEDIA COORDINATOR – Pride Toronto, managed \$10 million in corporate sponsorship and media coverage.

EDUCATION

University of Toronto, Bachelor of Arts (Honors)

- Specialist: Political Science, International Development
- Project Management certificate
- Social Media Strategy / Digital Marketing certificate
- Multimedia and Brand Journalism certificate

Trent University, Bachelor of Science

- Biology / Environmental Science

Alliance Française

- Français – Niveau 2.1