

# *Ms. Veena Gokhale*

## Communications Consultant

1658 rue Cartier, Montréal, QC, H2K 4E2, Canada

Ph: 514-667-4940

veenago@gmail.com <http://www.veenago.com>

blog: <http://www.veenago.com/chronicles/>

## Objective

To work on innovative communications, community and public engagement programs

## Skills Overview

Wide-ranging communication experience; expertise in print communication and web content

Project coordination, community outreach, public engagement

Proposal writing, project development, management

Comprehensive understanding of environment, development and urban issues

## Specifics

### **Communications**<sup>1</sup>

- ◆ Provide communication support to management and staff
- ◆ Develop, execute, evaluate comprehensive communication campaigns and targeted events
- ◆ Craft marketing tools: brochures, flyers, fact sheets, media releases, fundraising letters
- ◆ Edit and produce print media: newsletters and annual reports; improve existing publications
- ◆ Write, edit, publish articles; create and publish popular booklets, fiction and poetry
- ◆ Conceptualize new websites, improve existing ones, write and maintain site content, create and distribute electronic newsletters and communiqués
- ◆ Use on-line communication media, including social sites, word, excel, power point
- ◆ Conduct media outreach; serve as media spokesperson, public speaker and workshop facilitator

### **Project development and management**

- ◆ Manage programs, administer funds, coordinate, troubleshoot, fix, evaluate, report
- ◆ Conceptualize new projects, fundraise, grow and promote
- ◆ Supervise consultants, work with volunteers, collaborate in team settings
- ◆ Conduct community outreach, organize meetings and events, follow-up
- ◆ Engage and strengthen relations with partners, members, media, donors and government
- ◆ Communicate effectively in cross-cultural environments
- ◆ Execute multiple tasks, plan, prioritize, meet deadlines

---

<sup>1</sup> View writing samples at [http://www.veenago.com/writing\\_editing.html#samples](http://www.veenago.com/writing_editing.html#samples)

Presentations and workshops at [http://www.veenago.com/presentations\\_workshops.html#presentations](http://www.veenago.com/presentations_workshops.html#presentations)

Testimonials at <http://www.veenago.com/testimonials.html>

## Work Experience

**Current: Communications consultant** providing writing, editing, research and strategic communications services. Clients include ETC Group, CUSO-VSO and Policy Research Institute.

**Traveling Faculty**, Cities in the 21<sup>st</sup> Century, a comparative, international, **Urban Studies Program**, 4-month, full-time contract, 2010 <http://www.ihp.edu/page/cities/>

**Ontario Coordinator, Waste Reduction Week (WRW)**, *Recycling Council of Ontario (RCO)*, 6-month, full-time contract, 2007 <http://www.rco.on.ca> <http://www.wrwcanda.com>

Developed, implemented and evaluated a comprehensive outreach and communications plan for Waste Reduction Week Ontario, 2007. Increased participation by 165 per cent and expanded media coverage.

**Manager, Technical Advisor, Information Access**, *HakiElimu*, Tanzania, 2005-2007

HakiElimu is a leading civil society organization in Tanzania that supports citizens to become informed, organize and make a difference in education and democracy. <http://www.hakielimu.org>

As Manager, supervised staff to fulfill the print production and national distribution mandate of the Information Access Unit, which also maintained a website and a resource centre. Contributed to management and strategic vision as a member of the management team. As Technical Advisor:

- Edited and coordinated the production of popular publications; organized book launches
- Developed tools to enhance publication quality like a photo bank, a Style Guide and evaluation questionnaires
- Analyzed problems with the printing and distribution process and made recommendations
- Wrote scripts and coordinated production of illustrated storybooks with progressive messages
- Wrote opeds for 'Hard Questions,' a column in a local newspaper
- Wrote a media guide for *Friends of Education* – a citizen network nurtured by *HakiElimu*
- Maintained website content, critiqued existing site and wrote a concept paper for a new one

**Program Manager, India and Regional Programs**, *South Asia Partnership (SAP) Canada*, 2001-2004 <http://www.sapcanada.org>

Canadian Manager for the South Asia Regional People and Policy Program (SARPPP), funded by the Canadian International Development Agency (CIDA); implemented in India, Pakistan, Bangladesh, Nepal and Sri Lanka, at the regional South Asian level and in Canada. Key goals were enhanced participation of women in local government; research, education, advocacy and regional cooperation on small arms proliferation, influencing the South Asian Agency for Regional Cooperation (SAARC) and organizational development.

- **Developed a \$ 2,000,000**, three-year Program Implementation Plan working with program partners, within a rigorous Results Based Management framework, as used by CIDA
- Implemented and reported on the program, working with program staff in six offices
- Liaised with CIDA and CIDA Monitors, adapted the program plan to changing needs

Developed and implemented the **South Asia-Canada Linkage Program** - a component of SARPPP. The primary goal was promoting linkages between Canadian and Indian civil society organizations, to enhance knowledge and capacity, on women's participation in local government.

- Researched and outreached appropriate Indian and Canadian institutions
- Organized exposure visits for Indian and Canadian activists, academics and municipal councilors
- Undertook – 'Women reviving democracy' - a seven-city, Canadian public engagement tour to share lessons learnt

**Program Officer, Public Affairs, Canadian Council for International Cooperation, Ottawa, 2000.**  
<http://www.ccic.ca>

- Coordinated media and membership liaison; media monitoring and response
- Edited newsletter 'Au Courant' and e-mail news bulletin, 'Flash'
- Wrote content for the 'in common' website (a campaign to eliminate global poverty)
- Worked on campaigns promoting fair trade coffee and corporate social responsibility

**Coordinator, Outreach and Communications, FarmFolk/CityFolk, a Vancouver-based environmental organization, 1998-1999.** <http://www.ffcf.ca>

- Provided communications support for public events and campaigns
- Developed communications tools like a brochure and fundraising letters
- Managing Editor and occasional writer for the quarterly newsletter
- **Wrote successful funding proposals** for two innovative, food security projects for immigrant communities and implemented them. Grew the projects and procured funding from new sources for extensions. **Total money raised \$60,000**
- Wrote a successful proposal to hire a diversity consultant (**\$5000**)

**Project Manager, International Development Education Resource Association (IDERA)**  
Vancouver, (part-time contract) 1999.

Developed a project to raise socio-cultural awareness through the use of IDERA's film library

**Curriculum Researcher, Community Bicycle Network, Toronto, 4-month full-time, 1995-1996.**

- Co-researched and wrote a report on how sustainable transportation as a theme was taught in Toronto schools; compiled teaching resources and made recommendations for improvement
- Conducted school workshops on sustainable transportation for Earth Day.

**Researcher-Writer, Centre for Environment Education (CEE), Nehru Foundation for Development, Ahmedabad, India, 3 month, full-time contract, 1991-1992.**

**Researcher-coordinator, ABC Television (USA) Prime Time, India, 2-month contract, 1991.**

Conducted research and interviews for a program on the kidney-sale racket in India

**Feature Writer, The Independent, a national daily, Bombay, 1990-1991.**

**Feature Writer, Arts Page Editor, Mid-day, a daily tabloid, Bombay, 1988 - 1990.**

**Writer/Sub-Editor, The Indian Post, a national daily, Bombay, 1987 - 1988.**

**Assistant Editor, Adworld, Bombay, 1985 - 1986.**

**Articles on a range of issues in leading Indian publications.**

## Languages

Excellent English, functional French, spoken Urdu, fluency in Hindi, Marathi. Some familiarity with Kiswahili, Punjabi, Bengali.

## Additional media experience

**Freelance Writer**, *Ontario Women's Health Network Newsletter* 1999.

**Researcher** for a special supplement on 'Women and economic development,' which appeared in *Maclean's* and was produced by the Aga Khan Foundation Canada. 1999.

**Occasional freelance Feature-Writer**, *Women's Feature Service*, <http://www.wfsnews.org>

**Editor**, *Cross Cultural Communication Centre Newsletter*, Toronto, 1993-1996.

## Additional Program development and fundraising

*Workshop on women's empowerment* within the context of local government in India: Gender Unit, *International Development Research Centre (IDRC)*, CN\$ **30 000**

Organized *India Beat 2002*, Bhangra benefit party for a land rights movement in India; CN\$ **1 500**

*Transportation Education in Metro Schools Project*, *Human Resources Canada*. The grant funded two full-time staff and office expenses for 5 months

## Education & Awards

**Français langue seconde**, one-year, full-time program offered by *Commission scolaire de Montréal*, 2008. **Français Écrit**, level 1 and 2, CSDM, 2009.

Ph.D. course work, *School of Communication, Simon Fraser University*, Canada, 1997-1999

Graduate Fellowship, *Simon Fraser University*, 1999

Writers Reserve Program, *Ontario Arts Council Grant*, 1996

**Masters in Environmental Studies**, *York University*, Canada, 1995

**International Development Scholarship**, *the Aga Khan Foundation*, Canada, 1992-95.

**Distinguished Visiting Journalist**, *Graduate School of Journalism, University of Western Ontario*, Canada, 1990.

Diploma, Social Communications Media, *Sophia Polytechnic*, Bombay, India, 1983. First Class.

Bachelor of Arts, Psychology, *University of Bombay*, 1982. Graduated with a First Class. Received three academic scholarships.

**Languages:** Excellent English. Functional French. Work experience in bilingual environments. Volunteer experience with Francophone non-profits. Other languages: Hindi, Marathi, Urdu.

**Computer skills:** word-processing, Powerpoint, Excel, contact databases.

## Volunteer Experience

**Media Outreach**, CIVICUS, 2009; **Fundraising, communication, school presentation**, CUSO, Montréal, 2008-2009. Global Citizen Appreciation Certificate.

**Editing and translation**, Action RE-Buts, Montréal, 2008.

**Ottawa Representative**, *FarmFolk/CityFolk Society*, Vancouver, 2000-2002.

**Chair and Board Member**, *Cross Cultural Communication Centre*, Toronto, 1993-1996.

**Board Member**, *Low Income Families Together*, Toronto, 1995-96.

**Founding Member**, *Multi-Racial Network for Environmental Justice*, Toronto, 1995-96.

**Research**, *Toronto Environmental Alliance*, 1994.

**References available on request.**