

# *Ms. Veena Gokhale*

## Communications for non-profits

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### Objective

To work on innovative communications, community and public engagement programs

### Skills Overview

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

Communications planning, public engagement and stakeholder relations

Proposal writing, project development and coordination

Comprehensive understanding of international development, environment and social 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, etc, within the context of reinforcing a well articulated brand image
- ◆ Edit and produce print media such as newsletters and annual reports; improve existing publications, work with suppliers including designers and printers
- ◆ Write, edit, publish articles; create and publish popular booklets, blogs, fiction and poetry
- ◆ Conceptualize new websites, improve existing ones, write and maintain site content, collate and distribute electronic newsletters and communiqués
- ◆ Work with social media & apply e-marketing principles to promote a campaign or organization
- ◆ Use word, power point, excel, contact databases
- ◆ Conduct media outreach; serve as media spokesperson, public speaker and workshop facilitator
- ◆ Engage and strengthen relations with partners, members, donors, government and other stakeholders
- ◆ Communicate effectively in cross-cultural environments

#### **Project development and management**

- ◆ Manage programs, administer funds, coordinate, troubleshoot, fix, evaluate and report
- ◆ Conceptualize new projects, fundraise, grow and promote them
- ◆ Supervise consultants, work with volunteers, collaborate in team settings
- ◆ Conduct community outreach, organize meetings and events, follow-up
- ◆ Execute multiple tasks, plan, prioritize, meet deadlines

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<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

### **Communications consultant, teacher, writer, Montréal 2009 to present**

*Communications:* Provide writing, editing, research and strategic communication services. Clients include CUSO-VSO, Policy Research International, ETC Group and Transportation Research Institute.

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

*Writing:* Wrote articles for Rover, Montreal arts uncovered and Infochange, news and analysis on social justice and development issues in India. Write and market fiction. Creative collaborations with Accès Asie, Prem United, Media Impact, and Deepali, Dancer, Choreographer and Actor.

### **Full time French language study, 2008-2009**

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

- Developed, implemented, evaluated and reported on a comprehensive outreach and communications plan for Waste Reduction Week Ontario, 2007.
- Wrote promotional materials, including website content; organized events, outreached media and appeared on a TV panel
- Increased participation by 165 per cent and expanded media coverage.

**Manager & Technical Advisor, Information Access, HakiElimu, Dar-es-Salaam, 2005-2007**

<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 the organizational 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 and an annual report; organized book launches; worked with designers and printers
- 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 op-eds 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,** Ottawa, 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, secured an Indian CSO partner, organized meetings and events in India and Canada
- Wrote promotional material including website content, reports and media releases
- Organized exposure visits for Indian and Canadian activists, academics and municipal councilors
- Developed and delivered 'Women reviving democracy' - a seven-city, Canadian public engagement tour to share lessons learnt from the linkages program
- Fundraised for and organized a conference on women's empowerment within the context of local government in India. Funder: International Development Research Centre, CN\$ 30 000
- Organized *India Beat 2002*, Bhangra benefit party, CN\$ 1 500

**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*, Vancouver, 1998-1999.  
<http://www.ffcf.ca>

- Provided communications support to management and staff
- Coordinated campaigns and promoted events
- 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.

- Wrote a proposal and secured funding for this project from Human Resources Canada
- 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, 3 month, full-time contract, 1991-1992.

**Researcher-coordinator**, *ABC Television (USA) Prime Time*, Bombay, 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. Coordinated print production by working with illustrators, photographers, freelance writers, designers and printers.

**Assistant Editor**, *Adworld*, Bombay, 1985 - 1986. Coordinated print production by working with suppliers, illustrators, photographers, freelance writers, designers and printers.

*Published articles on a range of issues in leading Indian publications.*

## Languages

Excellent English, functional French, spoken Urdu, fluency in Hindi and Marathi. Some familiarity with Kiswahili, Punjabi, Bengali. Member of a French-speaking Toastmasters Club in Montreal.

## 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.

## Education

E-marketing Certificate Course, Canadian Marketing Association, Fall 2010. Passed with Distinction.

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

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

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

Bachelor of Arts, Psychology, *University of Bombay*, 1982. Graduated with a First Class.

## Awards

Graduate Fellowship, *Simon Fraser University*, 1999

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

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

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

Received three academic scholarships during the Bachelors.

## Recent Volunteer Experience

*Event planning and presentations*, CUSO-VSO, 2008-present. CUSO-VSO Global Citizen Appreciation Certificate, 2008

*Media Outreach*, CIVICUS, 2009

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

**References** available on request. Please make sure you visit **[www.veenago.com](http://www.veenago.com)**