

MARKETING AND STRATEGIC COMMUNICATION | BEHAVIOR CHANGE COMMUNICATION
PUBLIC AND STAKEHOLDER RELATIONS | PROJECT MANAGEMENT
TEAM LEADERSHIP, SUPERVISION, AND DEVELOPMENT | CAPACITY BUILDING/TRAINING

Proactive and accomplished professional with extensive track record of outcomes in delivering strategic communications solutions to diverse international programs is seeking a position to utilize strong strategic-thinking, analytical, leadership, and managerial skills, and to make a positive contribution to an innovative project.

SUMMARY OF QUALIFICATIONS

- Expert in developing effective evidence-based strategic and behaviour change communications strategies
- Experienced in the entire scope of project management procedures, including strategic planning, framework development, budgeting, risk assessment, resource allocation, and follow-up
- Strong organizational skills and ability to identify, analyze, and solve problems independently
- Excellent communication skills (both written and verbal) that serve to build collaboration with team members, and to handle negotiations with different stakeholders, including government officials, donors and NGOs
- Charismatic leader able to bring positive changes to a team or company via effective team building, influencing, motivating, supervising, instructing, and coordinating
- Experience in market research and trend analysis applied to produce effective marketing and communication campaigns
- Solid track record of achievements in increasing media coverage and raising visibility of programs and organizations

RELEVANT EXPERIENCE

SENIOR PROGRAM MANAGER

USAID Development Outreach Communications and Training Program – Washington, D.C., USA

Jan 2016–Present

Contracted by Management Systems International (MSI) to manage extensive strategic communications training program for USAID

- Manage implementation of USAID's only strategic communications training program for more than 160 communications officers in USAID Missions around the world
- Cultivate and maintain strong relationships with clients at USAID's Legislative and Public Affairs Bureau in Washington, D.C.
- Develop curriculum for trainings covering major areas of communications, including USAID public affairs priorities, strategic communications planning, social media, campaigns, branding and storytelling through writing, video and photography
- Oversee and train at week long international trainings for up to 35 USAID communications officers
- Revamped web forum for network of USAID communications officers, which includes an extensive library of training materials, communications "How-To videos," communications templates, manuals and other materials
- Provide daily backstopping and support to network of USAID communications officers, responding daily to queries on review of strategic communications plans, branding, training and other areas as needed

PUBLIC AFFAIRS SPECIALIST

Australia's Education Partnership with Indonesia – Jakarta, Indonesia

Sep 2013-June 2015

Contracted by URS Australia PTY LTD to manage public affairs for Education Partnership Outreach Services (EPOS)

- Reviewed and reoriented the Education Partnership's (EP) Public Diplomacy Strategy to better reflect the Public Diplomacy goals of Australia's largest development project overseas valued at 524M AUD from 2011–2016
- Managed strategy implementation process, including developing and maintaining consistent use of strategic key messages
- Oversaw organization and execution of low/medium/high-level events across Indonesia, engaging Australian and Indonesian government officials, education leaders, teachers, and students
- Coordinated program partners on DFAT branding guidelines, created human-interest stories and other content targeting various EP audiences, and facilitated Quarterly Communications Working Group meetings for senior EP implementing partner staff
- Managed development and launch of EP website, as well as utilization of DFAT and EP websites to distribute and publish program's first human-interest stories, and generation of program's first newsletter and social media messages
- Ensured the increase of project coverage in the Indonesian media, DFAT's website, and the Australian Embassy's Facebook and Ambassador's Twitter pages
- Delivered leadership and supervision to two local Communications Officers, and managed contracting of consultants, such as photographers, videographers, graphic designers, and event organizers

COMMUNICATIONS AND PUBLIC DIPLOMACY SPECIALIST**Australia Indonesia Partnership for Maternal and Neonatal Health (AIPMNH) – Kupang, West Timor, Indonesia****Apr 2011-Dec 2016**

Contracted by Coffey International Development to manage communications and public diplomacy for this DFAT funded project. Full time from April 2011-December 2012. Provided part-time support from January 2013 – December 2015.

- Designed and led implementation of AIPMNH's first Public Diplomacy (PD) and Behavior Change Communications (BCC) Strategies in collaboration with provincial and district government partners, NGOs, AusAID Public Affairs, and other stakeholders
- Managed a 400% increase in positive media coverage of AIPMNH via publication of the program's first promotional products, website's content, and Success Stories created to attract local and international media attention
- Contributed to program goal to raise local communities' awareness on maternal and neonatal health issues through managing design and integration of AIPMNH BCC Strategy and production of IEC materials
- Established and maintained cooperation with government and health agencies, the Monitoring and Evaluation (M&E) Advisor, and other technical advisors to assure production of cohesive, evidence-based messages and campaigns
- Handled 150K AUD budget for PD and 450K AUD budget for BCC over a two-year period
- Administered Best Practices workshop for over 250 district, provincial, and national-level stakeholders to showcase program
- Contracted and led a communications team, including a BCC Specialist, Graphic Designer, Photographer and Web Designer to create program's first PD and BCC Teams, media products, and BCC Campaign
- Provided communications training to AIPMNH staff and technical staff of other AusAID projects in PD

FREELANCE JOURNALIST**Aug 2010-Mar 2011**

- Authored and published articles in major online newspapers and magazines in Vietnam on culture, travel, and social issues

COMMUNICATIONS MANAGER**Prosperity Initiative (INGO, formerly IFC – Oxfam Hong Kong Project) – Hanoi, Vietnam****Jan 2009-July 2010**

- Designed and managed implementation of corporate and program communications strategy for Prosperity Initiative (PI) and its flagship program – Mekong Bamboo (MB)
- Coordinated production of two multi-lingual websites and oversaw build of knowledge-sharing platform for World Bank/UNIFEM funded bamboo handicrafts project in Cambodia and Lao PDR
- Oversaw production and wrote all print and online communications materials, including human-interest stories, reports, case studies, newsletters, videos, and brochures targeting donors, NGOs, and businesses in Vietnam, Cambodia, Lao PDR and China
- Handled 80K USD communications budget, and supervised local communications staff and international consultants
- Developed extensive knowledge network on bamboo in the Mekong region and beyond based on survey of information needs in Vietnam and Lao PDR
- Spearheaded MB re-branding based on consultation with more than 35 key government and NGO partners
- Facilitated bamboo industry investment promotion through the launch of bi-lingual video addressing provincial officials and businesses in Vietnam
- Highlighted PI's mission and projects in industrial bamboo in Vietnam and handicrafts in Cambodia and Lao PDR with tri-lingual promotional video targeting potential donors

PUBLIC OUTREACH ADVISOR – USAID EMERGING MARKETS DEVELOPMENT ADVISOR PROGRAM (EMDAP)**USAID Armenia Tax Improvement Program (ATIP)/Booz Allen Hamilton – Yerevan, Armenia****Nov 2006-Sep 2007**

- Developed taxpayer education campaigns to improve taxpayer service through collaboration with Deputy Heads and the Outreach Team at the State Tax Service of Armenia (STS)
- Delivered technical guidance in strategic communications and organizational analysis and design, contributing to development of STS' first Outreach Division
- Generated STS' first three-year strategic plan in cooperation with the Deputy Head of STS and external stakeholders
- Created and edited project's success stories, press-releases, and monthly economic updates for publication on USAID Armenia and ATIP websites

JOURNALIST INTERN**CNN – New York, NY****Jan 2006-May 2006**

- Worked under guidance of CNN's Senior Correspondent and Senior Producer at the UN to cover UN Security Council issues
- Conducted interviews with UN staff and specialists for CNN news packages
- Represented CNN at press conferences and diplomatic/media events as part of UN's pool of print and broadcast journalists
- Acted as a CNN representative at diplomatic/media events

SOCIAL MARKETING/BEHAVIOR CHANGE COMMUNICATIONS INTERN**UNICEF – New Delhi/Gujarat/Pune, India****May 2005-Aug 2005**

- Built collaboration with a small multinational team to research and produce a case study on UNICEF's partnership with milk cooperatives aimed at implementing hygiene and sanitation programs in the state of Gujarat

- Investigated behavioural impact resulting from UNICEF program through a range of participatory analyses (surveys, focus groups, etc.) conducted during field visits to rural communities
- Conducted interviews with villagers and chairmen/women of dairy coops and wrote profile of local women leaders

EXECUTIVE ASSISTANT TO THE VICE PRESIDENT
Booz Allen Hamilton – Los Angeles, CA

Nov 2003-Jan 2005

- Served as a liaison between the managing partner of Los Angeles office and high-level military and defense industry executives
- Produced and edited senior-level presentations and reports and scheduled conferences for VP and other senior managers

TEACHER TRAINER | UNIVERSITY ENGLISH TEACHER
United States Peace Corps – Ekibastuz/Kyzlyorda, Kazakhstan

June 2001-June 2003

- Developed university English language teaching curriculum to integrate communicative methodology into institutional curriculum
- Initiated, organized, and held weekly teacher-training workshops for students and teachers
- Co-Founded the Ekibastuz English Teachers Association, offering access to foreign training, information sharing, and resources for 60 English teachers and 2000 students
- Established the first English library in Ekibastuz by soliciting international support

BUSINESS ENGLISH INSTRUCTOR | ENGLISH INSTRUCTOR FOR ADULTS
Richmond Idiomias Language Institute – Madrid, Spain
Interactive College of Technology – Atlanta, GA

Sep 2000-May 2001

Aug 1999-May 2000

- Provided instruction in Business English to Spanish professionals at J.P. Morgan, Proctor and Gamble and The Media Edge
- Delivered consultation to project managers on content of senior-level business communications
- Taught English for classes of up to 30 adult learners from Latin America, Eastern European, Asia, and Africa

EDUCATION

Master of Arts in International Affairs/International Media and Communications • School of International and Public Affairs (SIPA),
 Columbia University, New York, NY • Oct 2006

Bachelor of Arts in English Literature (Minor: Spanish) • University of Oregon, Eugene, OR • June 1999

PROFESSIONAL CERTIFICATIONS

- **Certificate in Integrated Marketing and Communications for Behavioral Impact (IMC/COMBI) in Health and Social Development**, WHO Mediterranean Centre for Vulnerability Reduction, New York University, New York, NY (July 2007)
- **Certificate of English Language teaching to Adults (CELTA)**, International House Barcelona, Cambridge University, Barcelona, Spain (Aug 2000)

PUBLICATIONS

- Gray, S. (Dec 2011-Jan 2012). Winds of change in Sumba Timur, *BakTI News*.
- Gray, S. (Oct-Dec 2011). Saving lives in Ende, *AusAID Focus Magazine*.
- Gray, S. (Oct 2010). Expat businesses reflect on Hanoi's 1000th birthday, *Tuoi Tre News*.
- Gray, S. (Oct 2008). Child disaster training saves lives, *IRIN*.
- Gray, S. (2006). Partnerships for hygiene and sanitation promotion: The case of UNICEF Gujarat and the Vasudhara Dairy Union, *UNICEF*, New Delhi, India.
- More articles available at www.sarahgray.info

PROFESSIONAL AFFILIATIONS

- **Course Assistant** to Democracy and Democratization Course / **Tutor** for SIPA Writing Course, SIPA Fellowship, Columbia University, New York, NY
- **Phi Beta Kappa Honor's Society**, University of Oregon, Eugene, OR

ADDITIONAL DATA

- **Language Skills:** English (mother tongue) | Spanish (advanced) | French, Indonesian, Russian and Vietnamese (beginner)
- **Traveling Experience:** Australia | the Caucasus | Central America | Central Asia | East, West, and North Africa | Europe | North America | South Asia | Southeast Asia

References Available upon Request