

MICHAELA PARTRIDGE
TRANSFORMING IDEAS
FOR SOCIAL CHANGE

CV

Michaela Partidge
Communications &
Advocacy Specialist

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W genderlessagenda.org

Communications and advocacy specialist committed to integrating visual arts, knowledge dissemination and impact to create cultures of equality.

With a background in art and design and six years of non-profit experience, I seek to bridge the gap between academic and creative worlds by un-archiving, re-imagining and visualizing knowledge for engagement and mobilization.

In my work, this has meant adjusting to new ways of working with people and cultures, and always striving to take a passionate, eclectic and creative approach to joining forces and finding solutions.

Specialties

Advocacy research, strategy and design, creative concepting, audience analysis, campaign/brand development, project coordination, Photoshop, Word, Excel, Impact Mapper, graphics report writing

Education and Qualifications

Institute of Development Studies
2014 - 2015 | Brighton, UK
MA (merit) Gender & Development
Dissertation Title: *The Feminine Face of War: Aggressors, Rebels and Peacemakers*

Syracuse University
2008 - 2012 | Syracuse, NY
BA Religion & Society, Art & Design, Italian | AXQ
Spring 2011 (Study Abroad) | Florence, Italy

Pratt Institute
Summer 2007 | New York, NY
Fine arts, Intensive Studies Program

Languages: Italian, Hindi

Reference

If you would like a reference, please do not hesitate to ask

CV

Communications Strategist / Gender at Work (Global) 3/17 - present

- Lead the development and implementation of communication and outreach/advocacy strategies and plans, with a special focus on media to increase public engagement and external collaboration
- Oversee and maintain the organization's (and its various projects') web/online presence, including developing design and regular inputs of multimedia content tailored to target audiences
- Facilitate knowledge building and sharing to produce various communications products on a range of issues in the context of activism, political developments, public attitudes and local conditions

Communications & Advocacy Specialist / RGMVP (India) 4/16 - 3/17

- Delivered engagement campaigns to increase general visibility and awareness of RGMVP's mission through public events, innovative communications, outreach and proposals
- Led writing and design for all program documents, grant proposals, presentations, annual reports and newsletters for internal and external use, including all website and social media content
- Implemented the process documentation and final publishing design of a state-wide community mobilization project to enable health behavior change for improved maternal, neo-natal & child health

Adolescent Girls' Program Coordinator / RGMVP (India) 8/16 - 3/17

- Implemented and managed program initiatives and coordinated with all partners for data collection and various service providers for training
- Conducted gender assessment/advocacy research on negative socio-cultural and traditional beliefs affecting adolescent girls, and identified opportunities for conceptual innovation and advocacy
- Established and cultivated relationships with external organizations and individuals to advance the program at large

Advocacy Research Consultant / BRIDGE (UK) 3/15 - 5/15

- Provided research and writing support for a publication series within the Institute of Development Studies outlining global gender issues and policy discourses
- Conducted research and edited case-studies to ensure clarity, accuracy and consistency for publication both on web and for use by academic journals

Program Officer / RGMVP (India) 10/12 - 10/13

- Conducted a comparative study across four states analyzing the impacts and challenges of micro-finance schemes on women's empowerment
- Developed various communication materials for fundraising and high-profile visits, notably with VP of Congress, Rahul Gandhi and Bill Gates
- Managed a field research project to identify and record life histories of rural women leaders & entrepreneurs mobilizing action

OTHER ADVOCACY POSITIONS 4/15 - present

UN Girls Education Initiative in Africa / MEL Assistant (Remote)

Data analysis and data visualization across 5 countries for annual report

Gender at Work Podcast / Communications & Creative Lead (Global)

Creative concepting, curating topics, hosting and digital creative

Commission on the Status of Women 61 / Creative Lead (New York, NY)

Gender at Work discussion panel advertising and venue coordination

Break Hierarchy Global Conference / Event Coordinator (New Delhi, India)

Venue and panel planning and coordination, social media advertising

Grassroots Soccer World Aids Day Gala / Event Organizer (London, UK)

Planning and facilitation of high-profile annual fundraiser



ORGANIZATIONS WORKED FOR (not all!)



BRIDGE Stories of Influence / An initiative of the 'Gender, Power and Sexuality program' at IDS, the separate case studies highlight key global issues in gender and development. I worked with key contributors to edit, rewrite and proofread case studies, distilling information from multiple work streams within the program.

ADVOCACY RESEARCH & WRITING



Break Hierarchy Conference (India) / This was the first of its kind national conference to share innovations in rural health outcomes. I was responsible for coordination with vendors, design, copy-editing and printing of marketing collateral, and coordination of the event's photo exhibition.

EVENT COORDINATION



Commission on the Status of Women 61 / The CSW hosts a two-week annual session, which includes several NGO-sponsored parallel events dedicated to gender equality and the empowerment of women. I lead the digital marketing for all Gender at Work related panels and events (adhering to UN guidelines) in order to build an audience and document the presentations.

EVENT PROMOTION



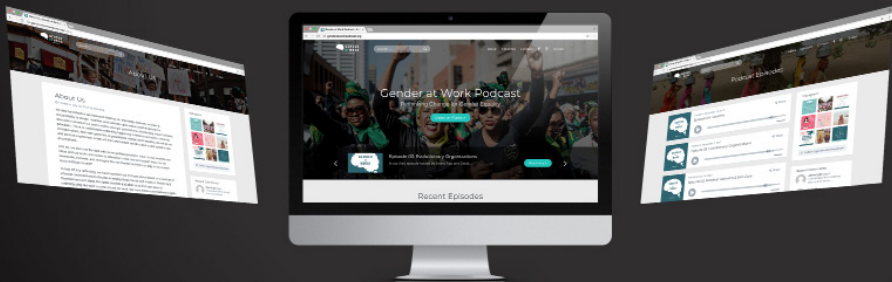
Adolescent Girls' Program / The program was designed to provide a safe space for adolescent girls to collectivise around issues pertaining to their health and wellbeing. I was responsible for curriculum development, coordination of trainings and workshops, production of communication material, partner relationship development and program evaluation.

PROGRAM COORDINATION



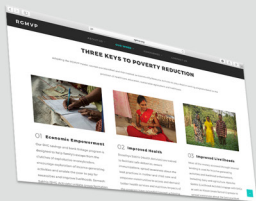
Uttar Pradesh Community Mobilization Project / This is a state-wide project created to change rural health behaviors to improve infant and maternal mortality. I led the process documentation and final publishing design over a five month period to capture women's perceptions, innovative strategies and program impact.

DOCUMENTATION & DESIGN



Gender at Work Podcast / This podcast series connects activists, practitioners and innovators for rethinking approaches to equality and inclusion. I built the website and lead the execution of social media strategies to increase public engagement and awareness on key gender issues.
genderatworkpodcast.org

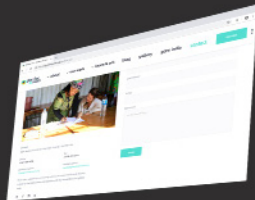
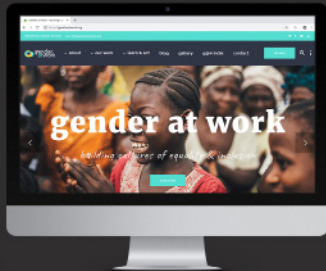
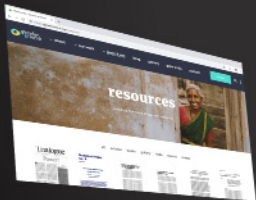
WEB DESIGN



Rajiv Gandhi Mahila Vikas Pariyojana / RGMVP is a flagship women's empowerment organization focused on nurturing women collectives in rural Uttar Pradesh, India. I facilitated the redesign of their website to improve its online presence, update and revive its vision and mission, and better communicate its impacts and ethos.

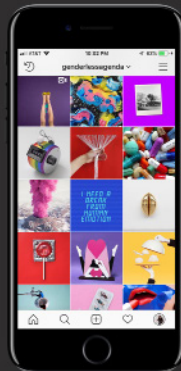
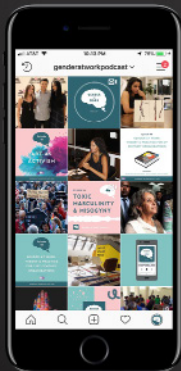
rgmvp.org

CONTENT STRATEGY & DESIGN



Gender at Work Global / Revived the mission and ethos of a global network focused on gender equality and organizational change, 20 years in the making. Conducted initial stakeholder and engagement surveys to craft a unique layout and design accordingly that would reveal its unique approach and impacts.
genderatwork.org

WEB DESIGN



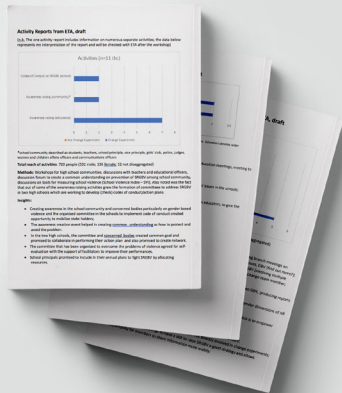
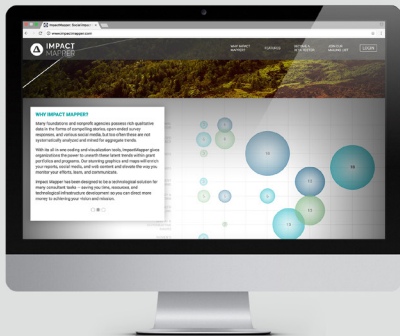
Instagram layouts from left to right:

@GenderatWorkPodcast: feminist podcast to advance global equality

@TwoOldBitches Podcast: anti-ageist podcast celebrating activist women over 50

@GenderlessAgenda: creative agency visualizing knowledge for social change

SOCIAL MEDIA MANAGEMENT



Education Unions Take Action to Stop SRGBV / This is a UN Girls Education collaborative initiative to end school-related gender based violence in Sub-Saharan Africa. My responsibilities include supporting relevant MEL data into Impact Mapper (a data coding and visualization program), supporting data analysis and the creation of graphics report writing.

MONITORING, EVALUATION & LEARNING

Michaela Partridge
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