

# VIRGINIA WILLIAMS

## Communications, Social Impact, and Engagement Leader

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🌐 www.newviewmedia.tv

📍 San Francisco



## SUMMARY

Over 12 years' experience as a senior leader developing social impact communications and engagement policies, strategies, and programming for Fortune 500 companies, NGOs and government agencies in the global health, technology, safety, and human rights sectors. Utilize social and behavioral insights with priority on ethical best practices, humane technology, and an empathic lens leading to positive change.

## CORE COMPETENCIES

### Skills

Strategic Partnership Building, Relationship Management, Budget Oversight, Applied Social Science and Behavioral Insights, Creative Direction, Research, Evaluation and Learning (REL), Data-driven Creative Content Development, Strategic Internal and External Communications, Impact and Engagement Strategy, Impact Evaluation, User Experience Writing and UX Research, Public Speaking, Scriptwriting, Workshop and Webinar Facilitation.

### Tech

G-Suite and Google Analytics, Adobe Suite, Microsoft Office, Asana, Monday, JIRA, Salesforce, Zoho, Slack, Project Manager, multiple Learning Management Software platforms.

### Regional Work and Living Experience

Global Field Expertise in: Africa, Asia, Central Asia, South Asia, Eastern Europe, Europe, Latin and Central America.

## LANGUAGES

### French

Professional Fluency



### Spanish

Intermediate



### Arabic (Moroccan)



## EXPERIENCE

### Founder and Principal Consultant

#### New View Media, LLC

📅 2007 - 2019 📍 San Francisco, CA

🌐 <https://www.newviewmedia.tv> \* Please see website for case studies and portfolio.

#### Change through Connection and Communication

- Managed relationships with a diverse portfolio of 15+ organizations and partners to develop and implement scalable projects, products, programs and services.
- Prepared and managed life cycles, both operational and creative, with budgets ranging from \$300K to \$20M, including multidisciplinary teams of 5-25 people.
- Cultivated relationships with and maintained accountability for funders and strategic partners such as: Novo Foundation, Centers for Disease Control, Bill and Melinda Gates Foundation, MacArthur Foundation, Tides Foundation, Rockefeller Brothers, and USAID.

#### KEY SERVICES:

- Research:** Design, conduct, and analyze user research and evaluations to determine effective marketing, product, and service design impact strategies.
- Storytelling:** Conceptualize and implement innovative communications and programming strategies to engage communities in amplifying and recording impact.
- Design:** Design a Theory of Change and actionable, scalable framework tailored to companies, organizations, and communities.
- Advising:** Provide behavioral science advising to social responsibility, product, service, and marketing teams so that they may achieve greater impact.

# EXPERIENCE

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## Creative Director and UX Lead, Content

### eDriving

📅 05/2017 - 07/2019 📍 Oakland, CA

#### *Global Driver Risk-management*

- Streamlined content development process and QA via style guide, script templates, and improved cross-functional collaboration.
- Promoted to member of leadership team as recognition of strategic direction and product management.
- Contributed to a 67% crash risk-reduction for drivers by developing behavior-centered, action-oriented content adapted to smart-phone-based global SaaS product, including modules, notifications, and in-app messaging.
- Created animated series Awake at the Wheel and revamped RiskCOACH series for risk management training of 200K+ fleet drivers for global clients including Amazon, Pfizer, and Johnson & Johnson.
- Analyzed user data and analytics to strategize and enhance user experience of products and services.
- Developed UX Writing and Style guidelines aligned with product, marketing, and corporate teams.

## Director of Behavior Change and Social Art

### One Drop Foundation (Cirque du Soleil)

📅 05/2016 - 01/2017 📍 Montréal, Canada

#### *Providing Access to Safe Water, Sanitation, and Hygiene*

- As a Consultant and later as an employee, led the development of One Drop's trademarked Social Art for Behavior Change approach, emphasizing participation and implementing action plans adapted to target groups, influencers, desired behaviors, and local contexts.
- Led revamp of social art programs to rely on collaboration and innovation, resulting in sustainable Water, Sanitation and Hygiene (WASH) behaviors and Social Art products created with, for, and by local communities.
- Co-developed process to evaluate and select key strategic local partners, technical and creative.
- Evaluated and advised on program development processes and documents (Eng/Span/French) including: Terms of Reference (TOR), Diagnostic, Statement of Work, Logic Model, Theory of Change, and partner proposals.
- Supervised the development, implementation and monitoring of evidence-based, culturally anchored, and scalable social arts activities in One Drop's WASH programs worldwide.
- Advised and mentored team in performing content audit and adapting and designing tools to systematize and scale programs in Asia, Africa, and Latin America.

## SAVE THE CHILDREN

### 2015-2016

Worked locally with Save the Children in Ethiopia, Uganda and the UK in advising and program development capacities.

- Used formative research to adapt curriculum, facilitator training manual, visual aids, and participant materials for low literacy groups in Somali region of Ethiopia to encourage community conversations about maternal and infant nutrition and safe water and hygiene.
- Advised on behavior change impact and co-developed proof of concept for a scalable and sustainable forum theater arts pilot directed at low-literacy audiences in Northern Karamoja, Uganda on the topic of family planning, Resulted in greater uptake of family planning and healthy timing and spacing of pregnancy for the participant communities.
- Co-designed and facilitated a Behavior Change and Community Systems Strengthening workshop in London for Save the Children UK Nutrition and Child Health Managers and Program Directors.
- Led follow-up strategy meeting to the London workshop and wrote up 3-year Strategic Plan for behavior centered programming capacity building and evaluation for the sector.

## INTERNATIONAL RESCUE COMMITTEE

### 2010-2015

Directed gender-based violence (GBV) prevention campaigns and programming in Côte d'Ivoire, Chechnya and South Sudan.

- Conducted in-country project development workshops on social behavior change communications (SBCC) with local staff and partners to develop campaign and activities.
- Launched campaign and monitored activities over the course of one year achieving objectives of: an increase in help-seeking/reporting behaviors for survivors/social circle; greater support by law enforcement; and lessening stigma of domestic violence within the community.
- Developed and implemented qualitative and quantitative pre-project baseline assessments, ongoing impact measurements, and end of program evaluations and reports.

## EXPERIENCE

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### INTERNATIONAL TELEVISION & VIDEO SERVICE (ITVS)

2015

Conducted communications audit and wrote 3-year Strategic Internal and External Communications Plan for the Women and Girls Lead Global HQ and country hubs (Jordan, Bangladesh, India, Kenya, Peru).

- Advised on website positioning, branding, content strategy, and design.
- Allowed for more effective measurement of behavior and social change catalyzed by documentary film screenings in participating global communities and advised on DOCScale pilot software development.
- Collaborated with HQ and country managers to write impact stories on change-makers for publication.

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### WORLD BANK and GOVT. of SOUTH SUDAN

2013-2014

Led the communications and community engagement portion of the Local Governance and Service Delivery Project (LGSDP). [\$20M of \$95M overall budget]

- Engaged with community leaders and facilitating partners in the planning, implementation, and oversight of local development activities and in finding ways to improve access to social and economic infrastructure within a framework of transparency and accountability.
- Developed a comprehensive internal and external communication plan for the project to facilitate participation and cooperation of communities and local government in identifying, overseeing, and maintaining quality assurance of priority infrastructure investments.
- Developed the outline for a project feedback and grievance mechanism accessible to all community members and partners.

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### WOMEN'S REFUGEE COMMITTEE

2012


Developed and implemented *Peril or Protection: Make Work Safe* digital campaign to promote the organization's online resources and Elearning tools on safe livelihoods as a means of violence prevention in internally displaced person (IDP) and refugee camps worldwide.

- Wrote *From the Field* impact stories of practitioners and recipients who have benefited from the WRC's resources and training.
- Led webinar co-sponsored by Devex and UNICEF that engaged 75+ country directors, funding managers and development professionals.
- Launched *Envisioning Safe Livelihoods* photo contest, that resulted in over 75 entries and voting by over 500 professionals via social media.
- Liaised with media editors and bloggers to create articles in publications such as *Monday Developments* (Interaction) and *Forced Migration Review*.
- Expanded the WRC's social media presence to foster and cultivate conversation and solutions.

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### GLOBAL FUND FOR WOMEN

2012

 <http://mama.globalfundforwomen.org>

Curated and led creative direction for *MAMA: Motherhood Around the Globe*, a multimedia exhibition on Motherhood and Maternal Health.

- Successfully experimented with new models for converting art into advocacy and action, presenting 15,800 voices for maternal health to the United Nations, and creating a sequence of physical, high profile art and activism installations in 11 countries around the world.
- Identified and collaborated with subject matter experts, thought leaders, funders, partners, content advisors, advisory board, and content committees.
- Developed creative storylines, sub-themes, and leading questions for online multimedia content aimed at increasing audience understanding of issues.
- Achieved all deliverable milestones and objectives by effectively managing project schedules, expense projections, vendors, and staff.

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### TELEVISION PRODUCER AND FILMMAKER

2005-2016

Clients included: Discovery Channel, National Geographic Channel, PBS, HGTV, Food and Drug Administration (FDA), Alliance to End Homelessness, and Centers for Disease Control (CDC).

- Produced award-winning documentary and television programming as Series Producer, Show Runner, and Independent Filmmaker.
- Produced award-winning multi-platform media for social marketing, public health, and advocacy purposes.

## CAREER HIGHLIGHTS



### Creating Change 101

Developing **Change 101: a blended learning social behavior change course** for organizations like Vital Voices VVLead, Equal Access, IRC, and others.



### Multiple Emmy Award-winner

Series Producer, Writer and Show Runner for Discovery, Nat Geo, PBS, TLC, HGTV, and History Channel programming.



### Documenting History

Producing and Directing **FRONTRUNNER**, a feature **documentary** about the first woman to run for President of Afghanistan.



### Helping Communities Build Peace

Working with the International Rescue Committee in South Sudan, Chechnya, and Côte d'Ivoire to create **measurable reduction** in gender-based violence.



### Making President Obama Laugh

Interviewing **President Barack Obama** for "The Silent Revolution," an advocacy film I produced for the Alliance for Justice. Other notable interviews include: President Jimmy Carter and former Afghan President Karzai, and others whom I did not make laugh, but no shoes were thrown.

## EDUCATION

MA - Communications - Film and Media Arts

American University

BA - Journalism

University of South Florida

## TRAINING

### Project Management for Development Certificate

PM4DEV

### Foundations of Learning Experience Design

NovoEd

### K-8 Teaching Credential

State of California

### Peace Corps Volunteer, Morocco

ESL Teacher - l'Ecole Nationale d'Agriculture, Meknes

## ONLINE PORTFOLIO



### WEBSITE

<https://www.newviewmedia.tv>



### Youtube

<http://bit.ly/VAWMedia>



### LinkedIn

<https://www.linkedin.com/in/virginiaw/>



### UX Writing

<http://bit.ly/VWUXSamples>



### Twitter

<https://twitter.com/Geopatra>



### Blog

<https://medium.com/designing-for-social-impact>



### IMDB

<https://www.imdb.com/name/nm0931888/>