



CONSULTANCY FOR VARIOUS NONPROFITS

- Content Management
- Copywriting
- Marketing Strategy



Center for Human Development
Changing Lives, Transforming Communities



WEBSITE REDESIGN : CHD

- Conducted client interviews and helped create the **Requirements Brief**
- Conducted a **content audit** of the client's current website
- Coordinated with the client, and developed content for the new website
- Reviewed and edited the final content on the website before delivery



CRS

COMMUNITY RESOURCES FOR SCIENCE
practical support for great science teaching

ESTABLISHED
1997

Pro-bono Lab : 6-hour consultancy session with
2 consultants and the client

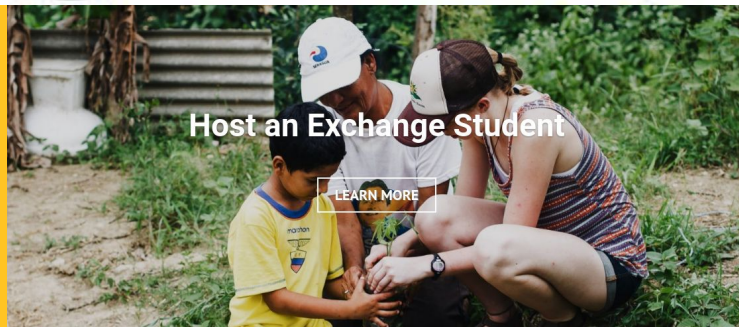


KEY MESSAGING & STRATEGY : CRS

- Conducted detailed virtual interviews with the client before the **pro-bono lab day**
- Coordinated with the team-consultant and prepared a preliminary strategy & messaging document
- During the event (6 hours) : reviewed the brief, revisited the requirements and prepared a final document which included :
 - Marketing Strategy
 - Key Messaging
 - Ideas to help the programs grow
- Coordinated with the client and the consultant beyond the session to follow-up and review the deliverable



GSE Environmental leadership
& cultural exchange



SPEED CONSULTANCY

One-day Event that includes timed, group consultation

- Performed quick audits of marketing plans and strategies
- Analysed the current energy and results of marketing efforts
- Offered detailed and well-scrutinized ideas and creative solutions to help break the barriers



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