



Atlas Corps

TOP CANDIDATES

# Communications & Marketing

October 2021



## SIMITHA (MALAYSIA)

Simitha has nine years of experience in the non-profit and communication sectors. She earned a Bachelor of Arts in Communication and Media Management from the University of South Australia and a Master of Arts in Political Science from the University of Manchester. While serving as the Gifts Associate at Fortify Rights, a human rights non-profit organisation focused on Southeast Asia, she helped plan the organisation's private fundraising efforts. Her primary duties included crafting communication materials to approach existing and potential donors, as well as updating and maintaining fundraising systems and databases. Prior to that, Simitha served as the Program Associate of the International Republican Institute (IRI). Among other duties, Simitha coordinated on-the-ground logistics of IRI Malaysia's programs, which included coordinating workshops, implementing program activities, and building networks and relationships with key stakeholders, such as political parties, government officials, and civil society organisations. Simitha is also the co-founder of Humbletree Productions, an event management and media production company based in Kuala Lumpur. As the Marketing Communications Specialist, Simitha primarily managed marcom and social media efforts for the company as well as for its clients. She also served as the project manager for multiple events. On the research front, Simitha is deeply passionate about the global refugee crisis, the Responsibility to Protect, and democratic consolidation.



## TABITHA (PAKISTAN)

Tabitha has 8+ years of experience in the nonprofit sector, graduated in Business Administration, and is currently enrolled in an MS to PhD program from Virtual University in Pakistan. Most recently as Communications Manager at International Rescue Committee, her responsibilities include liaising with civil society organizations, for-profit, and not-for-profit organizations as well as working with social media, print media, newsletters, calendars, fact sheets, information briefs, and advocacy reports. Prior to this, Tabitha gained work experience as a Regional Campaign Organizer on a project by DFID, where Tabitha was part of an advocacy campaign for education. As a Communications Officer at WWF-Pakistan, she assisted in drafting and implementing the strategic communications strategy and organized events for stakeholders. Some of her duties included: media relations, preparing event literature, designing interactive events, and assisting the resource persons selected for cascading workshops. Throughout Tabitha's experiences she has gained skills in communications, monitoring and reporting, and advocacy. With a strong passion for human rights, gender equality and education for women, Tabitha is interested in focusing on developing human rights standards and increasing awareness in Pakistan on education and its policy.



## DAVID (SPAIN)

David has ten years of experience working in the media and corporate communication. He earned a Bachelor's degree in Journalism (Universitat Pompeu Fabra), a Bachelor's degree in Criminology (Universitat de Barcelona), and a Bachelor's degree in Law (Universidad Nacional de Educación a Distancia). Nowadays he coordinates a team of five journalists at Grupo COPE, one of the main media groups in Spain. His team produces news items in video, audio and text for TV, radio and its websites. They focus on social issues like poverty, disability or minorities, as they work closely with Caritas, a social service organization. Before that, David volunteered in System & Generation, a Turkish nonprofit, in Ankara. He participated in a project to strengthen relations between young and older people, and to promote students' international mobility. He held language exchange programs, multicultural events and conferences. David spent two years being an international relations assistant at Universitat de Barcelona. He promoted opportunities to study, work or volunteer overseas. He was also an intern at a male prison in Barcelona, interviewing inmates for their classification and case monitoring. Moreover, he worked as a video journalist at ABC, one of the main Spanish newspapers, and as an audiovisual editor at two regional TV networks. He knows about SEO and social media, can shoot with DSLR or ENG cameras, edit videos with Adobe Premiere, Final Cut and Edius, and plan events. David is particularly interested in youth development, fighting social exclusion, peacebuilding, and conflict resolution.