

Sohini Baliga
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I am a communications professional with over a decade's experience in strategic communications, media, production, and project management, and a varied portfolio of clients. I've developed a reputation as the go-to manager who can calmly shepherd a project through its life cycle, and the communicator who can analyze, distill, craft, polish, and write upon demand and on deadline. I have successfully managed employees, contractors, and volunteers as few as three, as many as several hundred. Last but not least, I'm a fearless pitcher who loves to "ask."

I welcome the opportunity to show you the full extent of my skills.

WORK EXPERIENCE

Sohini.com, Vienna, VA, 1/07 present

Principal of communications firm offering website strategy and content, social media strategy, fundraising, online marketing, and traditional communications. Clients have included:

* **Big Blue Bear Communications** (www.internetmarketingvirginia.com) Monthly content production and original blog posts for a variety of clients including plumbers, movers, an electrical service, an accounting firm, and more.

* **Tuvel Communications** (www.tuvel.com) Online marketing and social media strategy execution for technical and professional conferences. Services included wide-ranging and thorough research, relationship building, and intensive one-on-one outreach to appropriate bloggers, user groups, forum, and twitter users.

* **Vienna Choral Society** (www.viennachoralsociety.org) Currently managing the organization's rebranding and website relaunch – both have included pricing out, negotiating, and contracting a designer and a web developer. Implementation of a coordinated communications strategy is underway through mailing lists and social media, neither of which the organization has used before. Scope of work also includes fundraising.

* **Downtown Poplar Bluff, INC.** (www.downtownpoplarbluff.org) Managed the website's relaunch so that it incorporated branding, domain name organization, and incorporation of social media.

* **PBS/Kapow** ([The Story of India](http://TheStoryofIndia.com)) Developed and provided content for PBS website of multi award-winning show. The website is intricate and interactive, with multimedia material that explains the Asian subcontinent's 5000-year history. All content referenced several episodes and needed to be easily understood by several PBS audiences (viewers, educators, students).

* **Star Light Ministries** (www.starlight-ministries.org) Served as a Board Member for two terms. Advised founder and board on all communications, including website relaunch. As a result, *Star Light* was featured on *NPR's Tell Me More* with Emmy-winning reporter Michel Martin. The organization's founder, an increasingly respected figure in the world of pastoral outreach to sex workers, continues to seek counsel on all media matters.

* **First Voice International** (www.firstvoiceint.org) Provided wide-ranging communications advice for website relaunch. Liaised between client and developer to polish branding, and website style and design. Reworked and polished website content strategy with focus on usability, social media, and fundraising strategy.

* **The DC Film Alliance** (www.dcfilm.org) Pitched, fundraised, marketed, implemented, and managed the life cycle of a survey on the state of filmmaking in the greater Washington, DC region. Assembled and wrote final report on survey results on economic implications and trend projections about the DC film, television, and new media community. The DC Film Alliance's founder also created the DC Film Shorts Festival.

* **The Full Cup** (www.thefullcup.com) Provided overall communications services for a full service European-style lingerie salon. The result is an entrepreneur with a better understanding of media opportunity.

Peace X Peace, Washington D.C., 5/03/07

Began as a part-time research assistant, left as Director of Communications.

Created, managed, and grew communications for international Washington DC-based organization focused on peace and gender issues. Refined public face, messaging, and external communications. Managed media relations and website relaunch. Launched organization's social media strategy and online programming. Edited speeches and remarks by senior management, and led the organization's response to crises (e.g. the Virginia Tech shootings).

Major highlights:

- Secured organization in *Working Mother* magazine's list of *25 Best Small Companies for Working Moms in the U.S.* for 2006.
- Placed now Virginia's Democratic Sen. Mark Warner's keynote speech from organization's first annual gala into a *Capitol File* magazine article.
- Placed President and Founder in separate feature articles in various publications including *Fort Worth Weekly* and *Washington Diplomat*.
- Professionalized and grew scope of editorial content in monthly newsletter with reports from the U.S. and abroad (Nepal, India, Jordan, Kyrgyzstan).
- Created organization's first regular online publication.
- Increased readership for online publications by 50 percent.

KCRW-FM, Santa Monica, CA, 9/98 8/02

Began as a volunteer, left as Coordinator of extensive volunteer corps and producer of weekly show at the nationally influential *NPR* flagship station in Southern California.

Served as Acting Assistant General Manager twice, assisting with audience, personnel, and budgetary issues. Served throughout as point-person with campus security - the station is federally protected property, on a college campus, and in an earthquake zone. It is also a hub for people in the public eye, and attracts press, fans, and occasionally, paparazzi.

Co-produced weekly hour-long show on politics, history, and culture of all things food-related. Pitched and produced segments that expanded the show's scope with political segments such as slavery in the cocoa industry, obesity and poverty in America, and food ways in pre-Civil War America. Frequently responsible for delivery of final mix to Master Control, coordination of guests (both local and remote), in-studio, and field interviews.

Successes included:

- Management of 130 weekly volunteers crucial to the station's daily workings over several overlapping shifts from 6 a.m. to 3 a.m.
- Vetting, placement, and management of volunteers for major events at the *Hollywood Bowl*, *Universal Amphitheater*, the *Wiltern*, major donor galas and fundraisers.
- Placement of volunteers in Master Control, particularly during live shows with high profile guests such as *Norah Jones*, *Sigur Ros*, *Yo Yo Ma*, *Willie Nelson*, *Los Lobos*, etc.
- Staffing of 2000 volunteers over several pledge drives in addition to management of all catering for drives lasting 11 days, 5 a.m. to midnight.
- Management of over 500 volunteers and staff for *Summerday 1998*, station's day-long wine auction and festival at the sprawling *Pacific Design Center*.

SKILLS AND LANGUAGES

Adept with social media and online content management systems; Experienced audio editor using Skype, Garageband, and ProTools. Basic HTML skills. Comfortable with WordPress, Contribute, and similar blogging and CMS platforms.

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Fluent in English, Hindi, and Konkani. Basic Spanish and spoken Urdu.

AUDIO AND WRITING SAMPLES

Creative and professional portfolio is available, in detail, online at www.sohini.com.

EDUCATION AND REFERENCES

BA, Literature, University of California at Los Angeles, 1993

MA, Literature, Rutgers University-Newark, 1997