

## Sohini Baliga

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### WORK EXPERIENCE

#### **Strategic Communications, Vienna, VA, 1/07 – present**

Principal of firm that offers communications services with a focus on organizational strategic communications, website content and strategy, online marketing, and media relations.

- Current clients: *The Full Cup* ([www.thefullcup.com](http://www.thefullcup.com)) and *The DC Film Alliance* ([www.dcfilm.org](http://www.dcfilm.org))
- Pro bono client: *First Voice International* ([www.firstvoiceint.org](http://www.firstvoiceint.org)) is being advised on production of new website, online content, and subsequent communications strategy.
- Pro bono services are also being offered to *Star Light Ministries* where principal is a Board member – The organization was recently placed on NPR's *Tell Me More* with Emmy-winning reporter Michel Martin.

#### **Peace X Peace, Washington D.C., 5/03–7/07**

##### **Director of Communications, 12/05–7/07**

Created, managed, and grew communications for international, Washington DC-based organization with over 5000 members in 65 countries. Oversaw public face, messaging, external communications, media relations, launch and ongoing production of website, blogs and viral marketing. Fine-tuned speeches or remarks by senior management and managed the organization's response to crises such as the Virginia Tech shootings through "blog drop ins." Successes include:

- Placement of Gov. Mark Warner's keynote speech at organization's first annual gala in *Capitol File* magazine.
- Inclusion of Peace X Peace in *Working Mother* magazine's list of *25 Best Small Companies for Working Mom's in the U.S.* for 2006.
- Placement of President and Founder in feature articles in various publications including *Fort Worth Weekly* and *Washington Diplomat*.
- Launch of *Voice X Voice*, an online audio archive.
- Steady increase of organization's newsletter readership with "open rates" of 35 to 40 percent.

##### **Managing Editor, 7/04–12/05**

Managed organization's publications and editorial calendar while incorporating overall communications. Successes included the following:

- Growing scope and quality of editorial content with reports from the U.S. and abroad (Nepal, India, Jordan, Kyrgyzstan).
- 50 percent increase in readership for weekly and monthly publications.
- Launched organization's first online marketing campaign produced in concert with key technology vendors in Bangalore, India.

##### **Public Resources Manager, 10/03–7/04**

- Created and delivered weekly online news service highlighting issues pertinent to organization's readership.
- Contributed articles to monthly organizational newsletter.
- Vetted, reorganized, refined, and grew existing online resources and archives.

##### **Research Assistant, 5/03–10/03**

Conducted research and compiled databases on peace, gender, grassroots movements, and international affairs.

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

##### **Co-Producer of *Good Food*, 9/98–8/02**

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

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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.

### **Acting Assistant General Manager, 7–9/00 and 4–7/02**

Assisted General Manager of highly regarded taste maker media outlet and NPR's flagship station in Southern California with programming, audience, personnel, and budgetary issues in addition to supervising own substitute.

### **Director of Volunteers, 1/00–8/02**

Managed extensive volunteer corps at radio station. Successes included:

- Management of 130 weekly volunteers crucial to the station's daily workings.
- Vetting, placement and management of volunteers for major events at the Hollywood Bowl, Universal Amphitheater, the Wiltern, major donor galas and fund raisers.
- Placement of volunteers to assist deejays, particularly during live shows with in-studio guests such as Norah Jones, Sigur Ros, Yo Yo Ma, Willie Nelson, Los Lobos, and many more.
- Staffing of 2000 volunteers over several pledge drives in addition to management of all catering – from procurement to presentation – for several drives. (Drives last 11 days, 5 am – midnight.)
- Being point-person for campus security – the station is a federally protected property on a community college campus in an earthquake zone.

### **Coordinator of Volunteers, Summerday Wine Festival, 3/99 – 6/99**

Successfully managed over 500 volunteers and staff for station's annual, day-long wine auction and festival at the sprawling Pacific Design Center.

### **India Post Television and Newspaper, 12/96– 6/97**

#### **Co-Producer/Editor**

Pitched, produced, edited, and wrote copy for general assignment segments on South Asian news show and weekly hour long show on Indian cinema, frequently using material to show social and political trends. Also wrote and produced own weekly op-ed commentary.

### **OTHER**

Member of the Board of **Star Light Ministries** ([www.starlight-ministries.org](http://www.starlight-ministries.org)).  
Successful graduate of the Fall 2006 **Ladies Who Launch** incubator.

### **SKILLS AND LANGUAGES**

Proficient on Mac and PC system – NeoOffice, Microsoft Office, Pro Tools, iLife, Contribute 4.  
Fluent in Hindi and Konkani, plus basic Spanish and spoken Urdu.

### **EDUCATION**

BA, Literature, University of California at Los Angeles, 1993, independent study on Modern Indian Poetry  
MA, Literature, focus on Post-Colonialism and Shakespeare, Rutgers University-Newark, 1997

### **WRITING/AUDIO SAMPLES**

Available upon request.