**Lyndsey Jefferson**

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**Career Objective**

I am a communications professional currently working for The Girl Generation, a UK Department for International Development programme focused on ending FGM and gender-based violence. I hold an MSc in Human Rights from the London School of Economics and a BA in Political Science from Indiana University. I am currently seeking a new opportunity that incorporates my background working in human rights and gender equality as well as my digital communications skill set.

**Work experience**

The Girl Generation: Together to End FGM

Communications Officer, January 2016 – Present

Technical Assistant, August 2015 – December 2015

Intern, January 2015 – August 2015

Managing our social media pages and leading a social media team across 10 countries

Writing, editing and developing communications content, newsletters and articles

Developing and updating our website and organising events

Working with membership organisations in Africa to develop positive stories on ending FGM

Developing and implementing our media engagement strategy and reaching out to journalists and social media influencers to raise the profile of FGM

Delivering social media and communications training

In-country experience in Kenya, Senegal and The Gambia

Parliament of the United Kingdom

Parliamentary Researcher, September 2013 – September 2014

Assisted Karl Turner MP with parliamentary research on a wide range of policy issues, including legal aid and FGM
Composed Parliamentary Questions, press releases and speech briefings
Engaged with local and national media and assisted with constituency casework

Deptford Reach (London based homeless charity)

Development Officer, September 2013 – March 2014

Coordinated charity fundraising campaigns and wrote fundraising bids to donors

Carried out administrative duties of the charity office

Maintained the charity’s social media pages

Obama for America

Campaign Volunteer, July 2012 – September 2012 and September 2008 – November 2008

Canvassed door-to-door to inform and answer questions about policy positions
Phone banked to remind voters about polling places and early voting
Recruited volunteers at political rallies and registered voters

**Education**

2012-2013: London School of Economics
Master of Science in Human Rights (focus: international law)

2008-2012: Indiana University
Bachelor of Arts in Political Science (Distinction)
Minors in International Relations and Women’s Studies

**Training and Certificates**

Modern Foreign Language Certificate in Spanish (LSE Language Centre) Political Speech Writing (Parliamentary Labour Party training)

Fundraising Strategies (Voluntary Action Lewisham training)

How to Rock Social Media (LinkedIn training)

Mobile Video Pro (Dashboard Media training)

**Skills**

Writing, editing, communication, social media marketing, digital marketing, media relations, public relations, research, policy analysis, political speech writing, project planning, event planning, fundraising, Microsoft Office, SPSS, Photoshop, InDesign, public speaking

**Honours and Awards**

2012 IUPUI Women’s Studies department scholarship to attend a women’s rights conference in Washington, D.C.
2012 International Experience Scholarship
2010 Arminda B. and Jean C. Bepko Women’s Studies Scholarship
2010 International Experience Scholarship
2010 Indiana University Speech Night Semi-Finalist
2008-2012 Dean of Faculties Scholarship2008-2012 Dean’s List, Indiana University

**References**

Christianne Williamson, Senior Communications Strategist - The Girl Generation

c.williamson@options.co.uk

Leyla Hussein, Consultant and Global Ambassador - The Girl Generation
leylatheraphy@gmail.com