

Fay M. Johnson

Change does not occur by simply noticing a problem. All social issues have a specific context, whether they be localized or global. To create change requires an understanding of both the framework in which people operate and make decisions and the stakeholders that create or hinder movement. I have focused my career on solutions for international human rights and social justice issues. Creating strategies that encourage public engagement through strategic planning and communication, I work with communities domestically and internationally to develop advocacy campaigns that address government policies. Utilizing social marketing to improve development programs, I work with organizations to increase impact through behavior change.

NGO International Development: Advocacy, Strategic Communications & Policy Change

Oxfam America

Aug. – Sep. 2009

Independent Consultant, Climate Change Team

USA, Washington, DC

- Project management of key campaign events, targeting Congressional offices and key business allies such as Nike, eBay, Starbucks Coffee Company, GE, Levi Strauss & Co and others; Promoting adaptation funding
- TckTckTck Campaign Launch at the UN General Assembly; Assisted with Human Voices Campaign

Oxfam America

Jan. – Nov. 2008

Regional Humanitarian Policy Advisor for the Horn of Africa & Iraq

USA, Washington, DC

- Policy: Developed policies and adapted internal policy recommendations to the U.S. government context
- Political Engagement: Worked with U.S. Congressional staff to write resolutions, legislation and provided information on relevant humanitarian issues for hearings; Lobbied US Government offices (State Department, National Security Council, Congress, USAID), the United Nations, and European Commission
- Strategy: Worked with INGO colleagues to execute well-timed and effective advocacy campaigns around key international events; Served as the co-chair of Interaction's Somalia Working Group

Oxfam International Humanitarian Policy Lead (Secondment)

Ethiopia, Addis Ababa

- Developed and executed Oxfam's strategic humanitarian advocacy strategy in response to the 2008 drought
- Built consensus on policy and media message, managing input from internal and external stakeholders
- Researched the current government policies, the implementation of assistance and developed a power analysis
- Monitored and developed strategies to respond to the constantly evolving crisis through public and private communications, media work and international advocacy that targeted local government, the UN and donors

Human Rights Watch

Sept. 2005 – Dec 2005

Assistant to the Executive Director, Africa Division (Intern)

USA, Washington, DC

- Conducted research on human rights violations, focusing on the Horn of Africa, Sudan, and ethnic conflict

Equip/ Vine Associates, Inc.

May 2002 – 2005

Rural Community Development Consultant

USA, Emerald Hills, CA

- Adapted consulting and business development material from a mid-market to small business target audience, and ran business training sessions in a township in South Africa and China for young business entrepreneurs

Government: Human Rights & Foreign Policy

U.S. House of Representatives

July 2006 – Jan. 2008

Subcommittee on Africa and Global Health - Chairman Donald M. Payne

USA, Washington DC

Staff Associate

- Hearing & Markup Coordination: liaised between witnesses and the committee; Advised on official protocol
- Coordinated staff and Member's briefings & roundtables with foreign dignitaries, international experts, organizations and government delegates
- Conducted researched on topics such as health, conflict, agriculture, democracy and governance reform

Congressional Human Rights Caucus - Office of Congressman Frank Wolf

Congressional Fellow

- Monitored and developed legislative and non-legislative action on behalf of individual victims of human rights abuses around the world- working with the Administration, NGO's and Members of Congress to bring about the best possible outcome
- Coordinated bipartisan staff and Members' briefings with international experts, victims and government delegates on human rights abuses occurring around the world

Empowering Others To Make Change

Call+Response ®

Aug. 2005 – Oct. 2008

Strategic Communications and Campaign Consultant

USA San Francisco, CA & Washington, DC

- Provided pro-bono consulting for the Call+Response®, a music documentary film about human trafficking; Developed the initial business plan, provided contextual information about trafficking; arranged interviews with key political figures in Washington DC; Developed a strategic grassroots marketing strategy, utilizing new media and word-of-mouth marketing

The Lotus Global Health Foundation

June 2007

Strategy Consultant

USA, Washington, DC

- Assisted the founder in developing a mission statement, funding structure and organizational structure for a new internet based platform of connecting medical students to overseas volunteer opportunities

Public Education & Student Activism at UCLA

USA, Los Angeles, CA 2003- 2005

- Students for Arts-Based AIDS Education: Coordinated education group targeting South LA high schools
- Darfur Action Committee: Community Liaison: Public speaking, fund raising, publicity and marketing
- Social Justice Alliance: Participated in the campaign for the Coalition of Immokalee Workers, a workers rights boycott that was subsequently won in 2006; Worked to bring Fair Trade Coffee to campus

Youth With A Mission

Sept. 2001– April 2002

Youth Educator (Volunteer)

India, Pune

Community Outreach & Social work, (Volunteer)

Budapest, Hungary

- Worked with a team to provide alternative livelihoods for sex-workers and trafficking victims

Private Sector Experience

Organize This!

April. 2002 – Aug. 2005

Professional Organizer

USA, Redwood City & Los Angeles, CA

- Started and ran my own business that assisted clients with organizations and time management
- Hired and managed staff and ran daily operations, grossing over \$150K in 3 years

The Institute

Sept. 1999 – Aug. 2001

Marketing and Public Relations Assistant

USA, Redwood City, CA

- Assisted with the development of marketing campaigns for two book launches and external communications

Education

University of California, Los Angeles

B.A. in International Development Studies; focus on Africa and the Middle East; Minor in Political Science

Georgetown University

M.A. Candidate, Public Relations and Corporate Communications (2011);

Cause Campaigns; Integrated Behavior Change Communication in to Development Programs;

Social Marketing Campaigns in both donor and program implementation countries

Job Related Skills

Staff Management & Training

- Ran my own business; hired and managed staff, grossing over \$150K over 3 years
- Assisted in the development of training material, and ran workshops for business executives

Media Relations & Public Speaking

- Live TV interview on humanitarian situation in Somalia on behalf of Oxfam (Al Jazeera English)
- Live radio interviews on the crisis in Darfur, on behalf of UCLA Student group
- Experience writing press releases, media briefs and setting up press events, U.S. House of Representatives
- Experienced public speaker; conveying complex messages to diverse audiences

Project Management

Over 14 events successfully executed for both for-profit and non-profit entities such as Africare

- *Executive Summary of Projects Managed, including budget information, available upon request**

International Citizenship

- Born in South Africa, I became a naturalized U.S. citizen in 1998. I hold dual citizenship with both South Africa and the United States; I am eligible to work in some African nations and in the UK

Learning on the Road

- **Ethiopia:** Examining multilateral donor global health projects- U.S. Congress, 2007
- **China:** Presented proposal for small business development in rural communities to local business people and potential stakeholders- Equip, 2005
- **South Africa:** Project management for NGO providing business consulting in rural communities- Equip, 2004
- **Nepal:** Working with local community outreach group doing public health education in the Himalayas - Bridges Ministries, 2002
- **Additional Travel Destinations:** Argentina, Austria, Brazil, Chile, China, Costa Rica, England, Ethiopia, France, Germany, Holland, Hungary, India, Kenya, Korea, Mexico, Peru, Scotland, Switzerland, Serbia, South Africa, Thailand, United Arab Emirates