**Diba Hareer**

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Results-driven marketing and communications professional with over nine years of experience in implementing effective strategies for nonprofit organizations. Proven track record in generating over $40K in support of various causes, notably with Planned Parenthood Ottawa. Skilled in creating impactful content and designing engaging collaterals and infographics. Proficient in stakeholder communication, diplomacy, and thriving in fast-paced, diverse environments. Resourceful in achieving program/project goals and objectives.

PROFESSIONAL EXPERIENCE

**Mental Health Commission of Canada (MHCC)** Feb 2021 – Present

**Program Coordinator, Marketing and Communications** Oct 2022 – Present

* Contribute to Internal Communications Committee by providing ideas, advice, and logistical support.
* Offer advice and coordination support to the translation desk.
* Contribute to streamlining MarComm processes to enhance efficiency and reduce costs.
* Facilitate the onboarding of new departmental staff and coordinate meetings.
* Create the department's budget with the director and track expenditures.
* Design sponsorship collaterals, infographics, and other communications materials.

**Administrative Assistant, Translation Desk Co-Manager, Marketing and Communications** Feb 2021– Oct 2022

* Effectively co-managed the translation desk by coordinating assignments and maintaining communication with internal and external translators, ensuring timely and accurate translations.
* Collaborated on the implementation of a translation management system (TMS) to optimize delivery time and reduce operational costs.
* Prepared agendas, recorded minutes, and organized meetings to ensure effective communication among team members.
* Efficiently coordinated and maintained the director's calendar.
* Developed an expense tracker and assisted the director in the preparation of the budget.
* Processed contracts and entered new contacts into Salesforce, ensuring accurate and up-to-date information.
* Performed weekly and monthly processing of invoices and receipts to ensure timely payment of vendors, resulting in improved vendor relationships.

**Planned Parenthood Ottawa (PPO)** Aug 2016 – Jan 2021

**Communications Coordinator** July 2019 – Jan 2021

* Collaborated with the Executive Director and Communications Committee to develop PPO's communications strategy.
* Prepared a quarterly newsletter, an appeal for donations, statements, and an annual report for the organization.
* Spearheaded the bi-annual direct mail campaigns to increase funding.
* Contributed to year-end fundraising campaigns that raised $28K to $30K each.
* Supervised a summer student who developed a new website for PPO.
* Curated and posted engaging daily content on PPO's social media channels (Facebook, Twitter, and LinkedIn) to increase audience engagement and brand awareness.
* Published new content on PPO's WordPress website and improved its search engine optimization (SEO) to increase website traffic and engagement.
* Nurtured donor relationships by writing them thank-you cards and preparing year-end tax receipts to ensure donor retention.
* Managed media requests for media interviews and served as the primary point of contact for all IT and phone system issues.

**Communications and Office Coordinator** May 2018 – June 2019

* Contributed to the implementation of the communications strategy for PPO to ensure effective communication and engagement with stakeholders.
* Created and posted content on PPO's social media accounts (Facebook, Twitter, and LinkedIn) and WordPress site to increase awareness and engagement.
* Managed a communications and fundraising calendar to organize plans and priorities and ensure timely execution of tasks.
* Utilized Google Analytics to monitor monthly website views to inform future communication activities.
* Co-drafted a grant application and assisted with the hiring of staff, volunteers, and students.
* Played an integral role in launching a highly successful donor recognition event that resulted in increased donations.
* Served as the first point of contact for inquiries from donors.

**Community Developer and Office Administrator** Aug 2016 – Apr 2018

* Participated in outreach activities with immigrant-serving organizations and faith-based organizations; co-facilitated a series of workshops for immigrant parents on reproductive health.
* Provided administrative support to the Executive Director and staff to ensure smooth operations.
* Supported an advisory council with immigrant parents on the Ontario Health and Physical Education Curriculum, providing critical insights and recommendations.

**Editorial Assistant** Nov 2015 – June 2016

New Canadian Media (NCM)

* Coordinated the assignment of articles to journalists and facilitated a mentorship program, resulting in increased engagement from new journalists and more diverse perspectives in NCM's content.
* Created and maintained a database of stakeholders and wrote articles on education, gender issues, and forced migration.

**Freelance Writer** May 2014 – Oct 2015

Medica Afghanistan

* Created a book featuring 80 stories of sexual and gender-based violence, outlining the psycho-social impact on survivors and legal consequences.

**Communications and Grants Management Officer** Dec 2013 – Apr 2014

Equality for Peace and Democracy

* Coordinated the creation of a new website with the web developer and managed EPD's social media accounts (Facebook, and Twitter), which increased visibility and engagement online.
* Wrote case studies and drafted regular reports, reviewed, and updated the WordPress website's content.
* Participated in planning a national conference on "Women and Elections" and provided live social media updates during the event.

**Program Coordinator** Jan 2010 – June 2011

Medica Afghanistan

* Drafted a press release about Afghan women's fight for their rights in peace negotiations with the insurgents.
* Wrote bi-annual reports for medica mondiale, the founding organization.
* Drafted a booklet about the organization's efforts to eliminate violence against women in Afghanistan.
* Supported the management in hiring new staff and provided executive support and translation services.

EDUCATION

**Master of Arts in Organizational Communication** Sep2011 – Nov 2013

University of Ottawa

**Bachelor of Arts in English Literature** Dec2005 – Jan 2010

Kabul Education University

SKILLS

* Microsoft Office Suite: Word, Excel, PowerPoint, Outlook
* Social Media Management
* WordPress
* CRM: Salesforce, MailChimp, GiftWorks
* Graphic Design: Canva, Adobe InDesign
* Language: English, Farsi/Dari