

Goal To find a position in a dynamic and collaborative company to utilize my background in relationship management, problem-solving and strategic communications to effect social change.

Christina Da Costa

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Employment

Services & Advocacy for GLBT Elders (SAGE), May 2010 – Present

Online Media Manager

- Implemented SAGE's online media strategy through production of educational and training materials relating to SAGE's programmatic work, including content for targeted print and digital media
- Maintained Facebook, Flickr, Twitter and YouTube pages - an effort which proved instrumental in a 60% increase in website hits
- Shot and edited a series of YouTube videos for SAGE's 2011 Pride Campaign, resulting in over \$5,000 of fundraising dollars
- Developed brand awareness, increasing traffic to various sites and encouraging participation in SAGE's mission via exposure to the SAGECAP media campaign online
- Drafted and executed a range of online communications content, including email campaigns, website updates and social media
- Handled graphic production and manipulation on platforms including InDesign, PhotoShop and Illustrator

March 2010 – May 2010

Public Education Manager

- Developed education and training materials relating to SAGE's program, services and advocacy, including content for targeted print and online materials, meetings with constituents and program partners and trainings for staff and board
- Assisted in the development and evaluation of presentations and trainings for collaborating organizations, program leaders, constituents and other external stakeholders
- Collaborated with program staff to ensure that program data, innovations, and other relevant information was captured in outreach and marketing materials, including digital media

September 2007 – March 2010

Special Assistant to the Executive Director

- Managed scheduling and travel of the Executive Director and the Deputy Director for Programs
- Acted as a liaison between the Board of Directors and staff, including executive staff
- Managed office operations for senior management staff
- Acted as head of technical support for SAGE's 4th National Conference on Aging
- Researched a variety of policy and advocacy topics
- Created and posted website content and e-mail blasts
- Assisted in managing a SAGE's sister-site, SageConnect
- Utilized Photoshop to create graphics for website and other organizational documents
- Completed legislative grant applications to state and city elected officials and improved upon former system to expedite the process for policy team

Peckar & Abramson, June 2003 – May 2007

Legal Secretary

- Completed contract reviews in a timely manner, resulting in increased firm output
- Organized schedules, court dates and witness depositions
- Wrote and reviewed accuracy of client and attorney correspondence
- Created a system of macros with Microsoft Word that streamlined contract work
- Conducted research for campaign finance reform-related legal proposal

The Law Offices of Mark S. Kaufman, November 2002 – May 2003

Office Manager/Paralegal

- Administered the daily operations of a solo-practicing attorney
- Analyzed and summarized clients' files in order to determine a course of action for their cases
- Researched cases and copyrights on the Internet using Westlaw and LexisNexis
- Organized and monitored a large filing operation
- Corresponded with clients, legal clerks and organizations

Qualifications & Skills

- Proficient with Microsoft Word, Outlook, Access, Excel, Quicken, Publisher, Time & Chaos, Westlaw, LexisNexis and Raiser's Edge
- Extensive experience with PhotoShop, InDesign and Illustrator
- Basic HTML design skills

Education

Harvard ManageMentor, 2009

- Graduate of four online management tracks via Harvard Business School publishing

New York University, College of Arts & Science, 1999-2003

B.A. Major: Political Science, Minor: Philosophy

- *Summa cum laude*
- Dean's List, 2000-2003
- Studied abroad at New York University & University of London, Spring 2002

Awards

- GLAAD Media Award 2010 - Outstanding Social Marketing Campaign for SAGECAP: The Caregiver's Caregiver

Interests

- Co-creator of *Thirty Bucks a Week* (www.thirtyaweek.wordpress.com), a food blog chronicling the attempt to live on \$15 of groceries per person, per week. Interviewed in Time Magazine online and by Evan Kleiman of KCRW's Good Food, as well as featured in numerous blogs, including NYT's Bitten
- Performed with and managed the Brooklyn-based rock band, Man In Gray