

**Gina Anderson**

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**Knowledge/Skills**

Microsoft Office Suite, Microsoft SharePoint, Internet research, Google Analytics, Basic HTML, e-Campaign, SecondLife (Virtual World software), blogging, Ning, emerging technologies  
**Foreign Languages:** Japanese (Intermediate); Russian (Basic); Spanish (Basic)

**Experience****International Cultural Connections****Washington, D.C., Miami & NYC-based***Freelance Producer/Writer for Multimedia Platforms, Trainer, & Culture/Travel Blogger* September 2004 – Present**U.S. Department of State****Washington, DC****Bureau of Educational and Cultural Affairs (ECA)**

August 2009 – May 2011

*Program Officer – International Visitor Leadership Program (IVLP) - Communications and Outreach*

- Responsible for taking the lead in producing speeches that articulate the vision and ideas of senior leadership in the IVLP program; drafted press releases and blog post articles on IVLP project themes; media tracking; organized and coordinated annual and regional partner organization meetings; analyzed data and developed processes to assess and improve the overall quality of outreach activities.

*Program Officer – EducationUSA Program - East Asia Pacific/Marketing and Technology Coordinator*

- Oversaw regional Academic Advising activities and funding in East Asia Pacific region for *EducationUSA* network as program officer. Marketing and technology coordinator for global operations: wrote policy and guidance on the use of social/new media; created and conducted global presentations for hundreds of employees using web conferencing tools; oversaw the development and maintained the [www.educationusa.state.gov](http://www.educationusa.state.gov) website; developed global communication strategy for the *EducationUSA* network to include never before used social media and webinar series as well as managed all marketing and outreach strategies.

**U.S. Department of State****International Information Programs (IIP)****Washington, DC***Applied Tech Specialist*

June 2008 – July 2009

- Consulted with global clients on new media pilot projects; briefed bureau executives on emerging technologies; produced instructional and technical documents; trained Public Diplomacy staff on social media products; researched new media technologies and developed social media strategies; event management in Second Life, a virtual world. **Highlight:** Supported White House New Media Team on global SMS campaign during POTUS visits to Cairo, Egypt and Accra, Ghana in 2009.

**America Abroad Media****Washington, DC***Online Coordinator (Consultant)*

March – May 2008

- Repackaged radio and TV programs for the Web and consulted with web design company to overhaul organization Web site. Wrote Web copy on programs prior to March 2008. [www.americaabroadmedia.org](http://www.americaabroadmedia.org)  
**Highlight:** Voiceover for Spanish speaker on “Holy Diplomacy” radio program.

**Foreign Service Institute, Public Diplomacy Training Division****Arlington, VA***Training Specialist II (Secret Clearance)*

June 2006 – March 2008

- Coordinated the migration of the Online Writing Lab (OWL) from listserv format to LearnCenter; created training materials (case studies and resources) related to leveraging the latest communications and new media technologies to engage foreign audiences; taught session on *Researching Foreign Media*; editor and creator of newsletter, *PD Training News*; assisted with the preparation, dissemination, and collection of surveys and evaluations.  
**Highlights:** Promoted from Program Assistant to Training Specialist II in September 2007. Interviewed wife of Senator Fulbright, Harriet Fulbright, for *PD Training News*.

**Women for Women International***Institutional Advancement Assistant***Washington, DC**

September 2005 – June 2006

- Coordinated travel arrangements and related logistics for the director and deputies of institutional advancement; managed donor relations on Stronger Women Fund; managed requests for information by potential donors, media and other constituents. Prepared donor acknowledgements; trained interns and coordinated specials projects; coordinated with publishing company for Women for Women International president and CEO, Zainab Salbi, for her *Between Two Worlds* book tour; tracked and updated the CEO's media appearances and publications.

**Highlight:** Coordinated staff accommodations and itineraries for the inaugural Woman of the World award gala that honored Queen Rania of Jordan in Los Angeles, 2005.

**Japan Exchange and Teaching Program (JET)****Heguri Board of Education***Assistant Language Teacher***Nara, Japan**

August 2003- July 2005

- Developed English conversation lesson plans for all grades in junior high school including special needs; developed/taught new courses called "Modern English Communication" and "Let's Learn English"; created interactive activities to help students improve English communication skills; taught at town elementary school using an English immersion program; participated in numerous internationalization projects in Nara related to the JET Program such as the International Art Fair and the International Cooking Event.
- Coordinated English club activities: coached students for prefectural and county-wide speech contests, school plays and helped them to organize parties and recruit new students into the club. Often brought in native English speakers for intercultural activities.

**Highlight:** After two years, English club membership grew from seven to eighteen students.

**International Center for Journalists***Database Coordinator***Washington, DC**

January 2001-July 2003

- Wrote database training documents that catered to the center's journalism programs and trained dozens of student interns and staff on database entry for journalism programs.

**Education****The George Washington University**

BA in International Affairs with a concentration in Economic, Social and Political systems

**Washington, DC**

May 2003

**Training/Presentation Experience****Charles B. Rangel International Affairs Program Panel on English Teaching Abroad**JET Program and Working as a Teacher in Japan, *Presenter***Washington, DC**

June 2011

**Malaysian-American Commission on Educational Exchange (MACEE)****International Education Week Program**Linkages with U.S. Universities: What are they looking for in partnerships? *Panelist via Web***Kuala Lumpur, Malaysia**

November 2010

**Alexandria City Public Schools Adult Education Program**

Instructor, "Harness the Power of Social Media" course for adult learners

**Alexandria, VA**

September 2010 – May 2011

**EducationUSA Forum**Marketing to Recruit International Students to U.S. Institutions, *Co-presenter***Washington, DC**

June 2010

**EducationUSA Social, Mobile and Visual Media Workshop**Strategic Communications Planning, *Presenter via web*Overview of EducationUSA Social Media Presence, *Presenter via Web***Seoul, S. Korea**

April 2010

**EducationUSA Social Media Workshop**Reporting Results & EducationUSA Tech: What's Next? *Presenter via Web*EducationUSA Synthesis: Bringing it All Together, *Co-presenter via Web***Flagstaff, Arizona**

April 2010

**JET Program Pre-Departure Orientation****Washington, DC**

Japanese Schools and Team-Teaching (ALTs), *Presenter*

August 2006

**Nara JETNET International Art Fair**

African American art booth, *Speaker and presenter*

**Nara, Japan**

June 2004

**Shin to-ku no kai** (English-speaking society in Nara)

African American History, *Presenter*

**Nara, Japan**

October 2004

**International Experience**

**International Scholar Laureate Program (ISLP)**

**Faculty Adviser** and mentor to college students on the ISLP program. Duties include lesson planning, facilitating discussion and building relationships between professionals in the field and college students.

*Faculty Adviser*, Communications and Journalism Delegation to **Australia**: Sydney and Melbourne in **May 2008**

*Faculty Adviser*, Diplomacy and International Relations Delegation to **Europe**: Vienna, Prague and Budapest in **May 2009** and to **China**: Beijing, Xi'an & Shanghai for World Expo in **May 2010 and June 2011**

**Private Home Stay, Tokyo, Japan**

**June-July 2001**

- Traveled to Tokyo, Yokohama, and the Kansai region: Osaka, Kyoto, and Nara. Experienced Japanese culture with host family and published an article on home stay visit in university newspaper.

**International Study Abroad Program, Florida State University**

**Moscow, Russia**

Moscow State University

May -July 2000

- Studied the Russian language intensively by attending lectures in Russian on art and culture. Took many excursions throughout the country: historical Russian landmarks/towns, St. Petersburg, and Star City (Russian Cosmonaut training grounds)

**Writing Experience**

**Jazz Café and Grille**

*Proposal Writer; Marketing and Web Consultant*

**Miami, FL, Telework**

*July 2009 - Present*

**PD Training News**

*Editor*

**Arlington, VA**

*January 2007 - March 2008*

**Sakura Times Newsletter**

*JET Alumni Association Newsletter Chair*

**Washington, DC**

*March 2007 - March 2009*

**Yamato Newsletter**

*Contributor*

**Nara, Japan**

*August 2003-August 2005*

**JETs of African Descent Adaptations Newsletter (nationwide e-publication)**

*Book Review Editor*

**Japan**

*June 2004- April 2005*

**GWBlitz! Online and Print Magazine**

*Opinions Editor and Contributor*

**Washington, DC**

*January 2002-December 2003*

**Washington Post.com/Newsweek**

*World News Intern*

**Arlington, VA**

*January 2003-March 2003*

**NewsHour with Jim Lehrer**

Wrote an essay on the Israeli-Palestinian crisis

[http://www.pbs.org/newshour/extra/editorials/jan-june02/middle\\_east\\_424.html](http://www.pbs.org/newshour/extra/editorials/jan-june02/middle_east_424.html)

**Other**

**U.S. Department of State Foreign Service Institute Certificate of Appreciation**

**2007**

**Kita Elementary School's English Immersion Program**

Featured on Japanese network, NHK, as well-known English language teacher in the community. Program included videotaped lessons.

**Nara, Japan**

June 2005