

# Bix Gabriel

Tel: 1 917.853.5980; Email: [bix@take2services.com](mailto:bix@take2services.com)

## **Work Experience:**

### **Co-founder, TakeTwo Services, New York, NY**

*August 2011 - present*

As co-founder and chief of communications at TakeTwo, I provide overall communications strategy to non-profits, including communications reviews of all development-focused projects. Create and implement strategies for building brands, audience outreach, online engagement including social media. Oversee all design and production of branding and marketing collateral. Train staff on communications tools and strategies.

### **Director of External Relations, International Coalition of Sites of Conscience, New York, NY**

*November 2007 - present*

I oversee all external relations - marketing, public relations and online engagement- for a network of more than 260 museums, memorials and history/memory initiatives in 47 countries. My main focus is defining core audiences (from students to policymakers), designing and executing campaigns to reach them including creating the appropriate messaging and tools (print, multi-media, press and/or social media). I also represent the organization to and build relationships with key external audiences, including donors, government and other international NGOs. As part of the senior management team, I provide strategic direction on external relations for the organization's growth, and manage staff and budgets.

#### **Highlights:**

- Developed the organization's first annual report: <http://www.sitesofconscience.org/wp-content/documents/publications/connecting-en.pdf>
- Created an [online web portal](#) to share resources with members:
- Oversaw the launch of the organization's social media presence - Twitter, FaceBook and YouTube channel
- Garnered major international press including a [feature story](#) in the New York Times, articles on BBC Online, BBC Radio, etc.
- Working with a team, led the design for the [prototype](#) of an online public education project on the history of the US Naval Base at Guantanamo Bay.

### **Regional Communications Director, Teach For America, New York, NY**

*October 2006 - November 2007*

In this role I oversaw press coverage and public relations for seven Teach for America (TFA) sites in five states. Towards the broad goal of generating positive press coverage I developed and executed communications plans which included analyzing media markets, monitoring educational press coverage, building relationships with local media, creating media materials (press releases, talking points, etc.), pitching and placing stories and preparing spokespeople for interviews.

#### **Highlights:**

- Assisted in placement of key data about TFA in Louisiana (one of the regions under my purview) in New York Times' [editorial](#):
- Placed coverage in major national news outlets including USA Today, US News and World Report, and on CNN's Paula Zahn Show.

### **Community Outreach & Media Director, Sakhi for South Asian Women, New York, NY.**

*May 2003 - October 2006*

I led the branding overhaul for the organization including conceptualizing and creating new print collateral, videos and revamping the Sakhi website [www.sakhi.org](http://www.sakhi.org). I developed and executed advocacy campaigns employing various media (direct mail, online engagement, etc.) and worked closely with development staff to support fundraising campaigns, designing targeted promotional materials appropriate to the audience (individuals or foundations). I also conducted extensive outreach in the

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South Asian community by organizing public events, holding community discussions and facilitating workshops around violence against women in immigrant communities.

## Highlights:

- Conceptualized, scripted and directed the organization's first PSA "[What's on Your List?](#)", as well as two community engagement videos.
- Launched [an online postcard campaign](#) for "16 Days of Activism to End Gender Violence 2005", leading to more than six hundred postcards being sent in 16 days.
- Re-designed Sakhi's newsletter to a multi-lingual magazine format: <http://sakhi.org/change/documents/Bolforweb.pdf>
- Designed and hosted the organization's first day-long festival to raise community awareness of Sakhi in a neighborhood where it previously did not have a presence.

## Field Events Consultant, *Transart Inc.*, Poughkeepsie, NY

*August - December 2002*

I developed a variety of marketing materials - posters, e-mail blasts, etc. - to promote the public events for this community-based organization focusing on art and media for education in the African-American community in Poughkeepsie.

## Copywriter, *Freelance*, Hyderabad, India

*November 1996 - April 1999*

As a freelance copywriter with advertising agencies of different sizes, I wrote copy ranging from brochures for companies to fliers for high schools to print ads and scripts for commercials and press releases. I was also part of a team working on marketing campaigns for small to mid-sized businesses.

## Skills:

- **Writing:** I have been writing primarily for marketing and publicity purposes including writing copy for websites, scripts for videos, press releases, briefings and talking points. I also write and edit reports for policymakers and academic audiences.
- **Technology:** I am extremely comfortable on both platforms - PC and Mac. I am also skilled with social media tools Facebook and Twitter. My software skills include: Microsoft Office Suite, Photoshop, Illustrator, Final Cut Pro and basic HTML coding.

## Education:

- M.A. Media Studies, New School for Social Research, New York, U.S.A. (*December 2002*)
- M.A. Communication, Central University of Hyderabad, Hyderabad, INDIA (*April 1999*)