
Co-founder, *TakeTwo Services*, New York, NY *July 2011 – present*

As co-founder and chief of communications at TakeTwo Services, I provide overall communications strategy to nonprofits, including communications insight on all fundraising projects. I also: create and implement strategies for building brands, audience outreach, and online engagement including social media; oversee the development (writing and design) of branding, website, video, and other marketing collateral in all media; and train nonprofit staff on marketing tools and strategies.

Highlights:

- Led the brand identity development for Caribbean Heritage Network a new cross-country network of heritage-focused nonprofit and academic organizations:
<http://take2services.com/2016/03/01/creating-an-identity-the-case-of-the-caribbean-heritage-network/>
- Led the re-branding process for the Melton Foundation, an international network focused on “global citizenship” <http://take2services.com/portfolio/melton-foundation/> worked on a
- Led the development of a new brand identity and website for [Docs For Tots](#) – a nonprofit, nonpartisan advocacy organization

Director of External Relations, *International Coalition of Sites of Conscience*, New York, NY *November 2007 – February 2013*

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 46 countries. Define core audiences (from students to policymakers), design and execute campaigns to reach them including creating the appropriate messaging and tools (print, multi-media, press and/or social media). 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, provide strategic direction on external relations for the organization’s growth, and manage staff and budgets.

Highlights:

- Led the re-branding of the organization, including the development of a new website
- 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, 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

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collateral, videos and revamping the Sakhi website. 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). Also conducted extensive outreach in the South Asian community by organizing public events, holding community discussions and facilitating workshops around violence against women in immigrant communities.

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.

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. And I write fiction
- **Trainings:** I have developed and facilitated several dozed trainings, including in-person and webinars, for various audiences – from staff at nonprofit organizations to community members to board members – on a range of communications topics, such as Messaging, Storytelling, Communications 101, and more.

Education:

- M.F.A (Fiction), Indiana University-Bloomington, Bloomington, Indiana (*Expected May 2017*)
- M.A. Media Studies, New School for Social Research, New York (*December 2002*)
- M.A. Communication, University of Hyderabad, Hyderabad (*April 1999*)

Awards and Publications:

- Awarded the [CDC Injury Center's General Public Award](#) for co-directing and co-writing [Sh*t Men Say to Men Who Say Sh*t to Women on the Street](#) video, with over 375,000 views, April 2012
- *Sites of Conscience: Past to present, memory to action* – chapter in [Museum of Ideas: Commitment and Conflict](#), published by Museums Etc., September 2012
- *Past to present, memory to action* – chapter in [Landscapes of Memory](#), published by Space Matters, February 2012