

C.V. of Dawn Rodriguez

Personal Profile

I am a communications coordinator and writer at IWMI and have worked in different fields, such as marketing and advertising, business management / development, public relations, and corporate communications, including media relations. I have also worked as a documentalist and librarian for the UNDP/FAO Bay of Bengal Fisheries Program, assisting researchers and research associates in their work. At the beginning of my career I handled part-time teaching and lecturing assignments. Good writing, public speaking and presentation skills have been my strong point. I am organized in my assignments, have good analytical skills and enjoy my work immensely.

Being open to new thinking and challenges, I believe that my experience has deepened my knowledge and enriched my skills, outlook on life and relationships. I see change as an opportunity for growth and can work to deadlines.

Name: Dawn Marian Honorine Rodriguez

Nationality: Sri Lankan

Professional Qualifications: Bachelor of Arts (B.A.) University of Kelaniya, Sri Lanka
Diploma in French (with honorable mention)
Alliance Francaise- Ecole De Langue, Paris.

Academic Achievements:

Primary education: Corpus Christi Private School, Ottawa, Canada

Secondary education: International School of Geneva, Switzerland and
St. Bridgets, Private School, Colombo, Sri Lanka

G.C.E. Ordinary Level (Sri Lanka) in six subjects

G.C.E. Advanced Level (Sri Lanka) in four subjects – (English, French, Geography and Economics)

Positions Held in School: Head of Debating Team, Sports Prefect, Editor of the School Magazine, Secretary of the Students' Council, Member of the English Literary Society.

Interests:

- Reading
- Writing. I currently write on corporate affairs and management topics for the Lanka Monthly Digest, (LMD), Sri Lanka's foremost business and leisure magazine.
- Painting and sketching.
- Interior decorating
- Music

Continued...

Work Experience:

2002 to 2008 (current):

Designation: Communications Coordinator/ Writer

Employer: International Water Management Institute (IWMI)

Job Description: Communicating IWMI's research to a range of stakeholders locally and globally through:

- Implementing the annual corporate communications workplan
- Media and public relations activity such as writing press releases, media interviews and features.
- Providing communications support for IWMI regional offices in Africa and Asia
- Coordination of public awareness on specific days eg. World Water Day
- Writing for IWMI's website
- Production of Water Figures- IWMI's quarterly newsletter
- Production of Water Matters
- Coordination of knowledge sharing activity for Asia Pacific Water Knowledge Hub Network
- Coordination and production of the IWMI Annual Report, Medium Term Plan, Strategic Plan and a range of brochures, posters, powerpoint presentations and other communications tools, for headquarters and regional offices in Africa and Asia.
- Coordinating and supervising production of communications material for events such as Stockholm Water Week, the CGIAR Annual General Meeting and other key events

Key Achievements:

2008

- Prepared IWMI Business Plan for Asia Pacific Water Knowledge Hub on Irrigation reform which is led by IWMI and FAO. I am a member of the core team on this initiative and was also responsible for setting up the hub website and producing a flyer on the hub in collaboration with the Asian Development Bank (ADB) one of the lead organizations
- Took over as Editor of Water Figures – IWMI's quarterly newsletter, from March 2008 introducing a new style of reporting and presentation of information. I delivered three issues of Water Figures on schedule for this year.
- Supervised layout of draft IWMI Strategic Plan to be shared with stakeholders and completed this within a short time frame.
- Coordinated the production of IWMI's 2007-2008 Annual report.
- Coordinated media publicity and communications material for Stockholm Water Week, working with Burness Communications
- Coordinated publicity for the Director General on the Food and Water Crisis.

- Worked with the Sanitation Task Force and an external PR agency to organize a media conference and publicity for the International Year of Sanitation in which IWMI was involved through its wastewater work.

2007

- Represented IWMI at Water Knowledge Hub start-up meetings in Singapore and actively contributed to discussions on network operations, governance and partnerships.
- Was Project leader in production of IWMI material for the 2006 and 2007 CGIAR Annual General Meetings, held in Washington D.C. and Beijing, respectively.
- Successfully completed several courses on Media Relations organized by the BBC World Trust.

2006

- Developed and published “Water Matters” - a newsletter on IWMI’s research in Sri Lanka- its host country.
- Formulated and implemented initial stage of IWMI media strategy.
- Handled the production of the IWMI Annual Report with a virtual team of external consultants, and designers
- Initiated partnership with Brandix (corporate sector organization) to raise awareness on key water issues on World Water Day, through media publicity and schools promotions.
- Published articles on IWMI research projects for international publications and websites, such as “Appropriate Technology” and “Sustainable Development” Also wrote IWMI’s contribution to the UN Secretary General’s Report on “Water for Life Action Decade Activities.”

2005

- Established new corporate look and identity for IWMI corporate communications and produced new general brochure and set of regional brochures and posters.
- Handled coordination and production of IWMI Annual Report with external agency
- Produced a joint IWMI /Development Cooperation- (Ireland) calendar titled “water for Life” which was widely distributed to donors and other stakeholders.

2004

- Took over the production of the IWMI Annual Report introducing a new format and style.
- Handled writing and supervised production of set of posters for the Challenge Program Baseline Conference in Nairobi.

2003

- Initiated a Communications Campaign to raise awareness of the research findings of a Smallholder Solutions Project funded by DfID in India which was successfully carried out by IWMI and local partners, with farmers at grassroots level. Communications material developed by me was translated into 5 local languages in India. Also secured publicity for this project in international publications and websites such as “Appropriate Technology”, “Sustainable Development”. Helped develop Smallholder Solutions webpages on IWMI website
- Organized press conferences for international partners of IWMI, such as the International Food Policy Research Institute (IFPRI) and UNEP Global Program of Action, securing good media publicity. Helped in organization of press publicity for IWMI-Tata Annual Partner Workshop in Anand , Gujarat.

2002

- Assisted in the preparation of communications material for The Waterdome in August 2002

1996 to 2002:

Designation: Deputy Head of Division and Senior PR Consultant

Employer: Rowland PR, Colombo. (affiliated to Bates Strategic Alliance, now known as Bates Asia)

Job Description:

- Managing key corporate client accounts, providing strategic counsel and identifying opportunities to showcase products or services to specific audiences.
- Creating and implementing corporate campaigns, fund raising and promotional events.
- Media publicity : writing press releases and preparing press dossiers, organizing press conferences, media interviews and field trips for journalists.
- Crisis management
- As Deputy Head of the Division, I was in charge of new recruits and interns who were trained in public relations by me.
- **Client portfolio** : DHL, Overseas School of Colombo, 3M, The Hemas Group, Hayleys Ltd., Dankotuwa Porcelain Ltd., Ceylon Biscuits Ltd., Stassens Ltd., CarMart Group, Trans Asia Hotel.

Achievements:

- Made effective campaign presentations and coordinated successful launch events /press conferences for clients, while generating considerable media publicity.
- Helped to resolve a major internal conflict between a Sri Lankan exporter and its trade union by creating public awareness of the issue through the media and generating strong public opinion which brought conflicting parties to the negotiating table, precipitated government intervention and resolved the issue.

- Initiated innovative ways of creating awareness of client's products or services using different approaches eg. advertorials, infomercials, sponsorships, photo opportunities, media interviews and features in press or magazines.

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1993 to 1996:

Designation: Business Manager

Employer: Colombo Communications (Pvt) Ltd.

Job Description :

- Setting up and running the business division of "FM 99" which was Sri Lanka's first private commercial radio station.
- Promoting the station to key clients, advertising agencies and media houses, selling airtime for both advertising and program sponsorship.
- Business development, monitoring of revenue, and negotiating sponsorship contracts with key clients.
- Preparation of monthly business report for the Board of Directors
- When the station changed direction in 1995 with a new management and under the new name of "Capital Radio" I continued as Business Manager with an expanded range of duties such as supervision of sales and scheduling staff and handling of corporate communications.

Achievements :

- Set up business unit from scratch.
- Marketed the station to potential clients and worked out special packages for sponsorship
- Broke even financially within first year and showed profits within second year of operation (without assistance of a sales team at that time.)
- Raised the public image of FM 99 and Capital through effective PR and media publicity.

1992 - 1993

Designation : Advertising Copywriter

Employer: J. Walter Thompson, Sri Lanka

Job Description:

- Writing content for press, radio and TV commercials.
- Making client presentations and contributing to major campaigns and product launches.
- Client portfolio: Nestle, UNICEF, Stassens, Unilever Ltd., Cargills Ltd., Millers Ltd , GTE Yellow Pages and Hemas Travels.

Achievements:

- Wrote copy for 10th anniversary of GTE Yellow Pages, corporate campaign in press, radio and TV
- Travel brochure on Sri Lanka for Hemas Travels
- Concept and text for the Annual Report of Millers Ltd.

1991-1992

Designation : Staff Assistant (Marketing)

Employer: Richard Pieris Motor Company Pvt. Ltd

Job Description :

- Assisting Marketing Director in marketing/ promoting products
- Assisting in writing of business proposals and company/client profiles
- Training of sales staff in “Spoken English”.

Achievements:

- Contributed to the development of a concept for the highly successful Ford Laser Launch Campaign in 1992.
- Assisted in writing of business proposals for Executive Director
- Assisted in media publicity for the company
- Handled all documentation for tenders which were won by the company

1985-1991 – Did not work during this period owing to the birth of my two children.
Resumed career when they began school.

1984-1985

Designation: Documentalist/ Librarian

Employer : UNDP/FAO – Bay of Bengal Fisheries Program

Job description :

- Handling all documentation/ cataloging for library.
- Assisting associate experts in procuring information on request and in production of communication material for workshops
- Maintenance and updating of FAO manuals
- Media monitoring for specific projects
- Liaising with FAO headquarters in Rome on library matters

Achievements:

- Developed communications material for Aquaculture workshop in 1984. All diagrams were drawn by me.
- With training, was able to reorganize library to make publications more easily accessible.

1979-1984:

- Handled short term communication assignments for FAO, Sri Lanka.
- Handled part time teaching / lecturing assignments in French at the following:
 1. St Bridgets Convent, Colombo. This is a private school. Trained students from Grade 6 to 12. Work included preparing students for the “GCE” Ordinary Level and Advanced Level examinations
 2. Foreign Languages Education Bureau ; Trained beginners in French
 3. Ceylon Hotel School: Trained students in basic French as part of the curriculum.

I testify that this information is true and accurate.

Dawn Rodriguez
December 2008