

Vanessa Rhinesmith, MBA

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WORK EXPERIENCE

Associate Director, digital HKS, Harvard Kennedy School

5/18 – present

Program Manager, digital HKS, Harvard Kennedy School

6/17 – 5/18

- Develop and execute digital HKS program strategy
- Plan, execute events program in support of program strategy to engage internal, external communities
- Develop and execute annual international convening of digital services and transformation teams
- Develop and manage fellowship program as well as manage research to ensure program alignment
- Develop and execute communications strategy that targets students, faculty, and staff; as well as donors
- Support donor relations and development activities; develop donor material and reporting materials
- Develop resource plan to enable research and programming; e.g. research assistants and contractors
- Manage program budget and financial administration; as well as general program administration

Program Manager, Ford-Mozilla Open Web Fellowship, Mozilla Foundation

4/16 – 6/17

- Managed a \$4m leadership program that brings together technologists and civil society organizations
- Managed the fellow selection process including host organizations in coordination with Ford Foundation
- Coordinated with host organizations to develop work plans and mentoring goals for respective fellows
- Facilitated evaluation of the program with fellows, alumni, host organizations, and program sponsors
- Maintained comprehensive documentation for execution and real-time reporting on the program
- Provided administrative and operational support to the fellows program including contracts and visas
- Designed and executed all fellowship programs including onboarding and mid year work week
- Developed and facilitated community engagement opportunities related to digital privacy and security

Engagement Strategist, rhino + wren., llc

8/14 – 3/16

Supported events, programs, and people to enable community engagement and action. Facilitated the creation of event and project management systems. Managing brand development and rebrand programs. Clients included: Images & Voices of Hope (ivoh), One Common Unity (OCU), and the Midwest Center for Investigative Reporting.

- Coached Executive Directors (org strategy and org capacity building)
- Developed organizational goals and objectives (short - and long-term)
- Developed outreach action plans to support organizational needs
- Created key outreach activities calendar for on- and off-line actions
- Produced and executed a wide-range of community building events

Digital Strategist, Self-employed

1/09 – 8/14

Created integrated marketing communication portfolios. Designed and implemented digital and social engagement strategies to foster brand awareness and dynamic brand-consumer relationships. Used project management frameworks to execute, document, and scale solutions. Developed and executed specialized training programs. Past clients include: East End Seaport Museum and Marine Foundation (*Long Island-based nonprofit*), Center61 (*social coworking space*), StartSomeGood (*online crowdfunding platform for socially oriented ventures*), TechSoup Global, NetSquared (*a program of TechSoup Global*), SAP, Microsoft, Affect (*boutique PR and social media agency*), Regus, Absolute Software, Taza Chocolate, Rough Mountain Studios (*film and media*), Stonewall Kitchen, Proxy Apparel (*direct trade fashion company*) and BlueLine Associates (*process improvement consulting company*).

Center 61

- Developed the SoGood Network (professional organization) and community action plan
- Developed Center61 membership and community strategy for 2012 - 2013
- Developed Center61 social entrepreneurship program plan and annual events calendar
- Developed process and expectations for Center61 host members and supporters

TechSoup Global

- Planned and implemented leadership program with internal and community stakeholders
- Developed criteria for the launch of NetSquared advisory board
- Facilitated board development including the identification of roles and responsibilities
- Expanded current social media guidelines to include a social media best practice guide

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StartSomeGood

- Developed (virtual and face-to-face) community outreach strategy
- Managed ongoing relationships with social entrepreneurs and network partners
- Presented on social entrepreneurship at public and private events
- Created and executed Pitch Some Good competition during SXSWi 2012

Affect Strategies

- Developed and executed social media programs for a wide range of clients
- Provided trend and community thought leadership content via industry blog

Senior Communications Consultant, NTT Data

9/12 – 10/13

- Assessed organizational gaps and needs to drive operational process improvements
- Identified organizational change management solutions to address key challenges
- Centralized communication processes, client engagement, and service delivery
- Developed strategic communication and organizational change management goals
- Coordinated executive, program, and project communications with various stakeholders

Online Community Manager, WEGO Health

1/09 – 8/09

- Managed and moderated daytoday activities for an online community of over 2,000 people
- Compiled and analyzed online community engagement and website metrics
- Developed and facilitated educational webinars to increase community enrollment

Project Coordinator, Web Communications at Tufts University

2/08 – 1/09

- Developed the first centralized approach to the management of internal projects
- Worked with internal and external clients to assess needs and define software requirements
- Managed client relationships on an ongoing basis to provide operational and technical support
- Worked with management to create service level agreements, best practice, and documentation

Internal Communications Associate, Liberty Mutual Group

1/05 – 9/06

- Provided communications support to senior management
- Developed brands, logos, videos, newsletters and other marketing materials
- Managed intranet and developed content
- Coordinated company-wide special events

EDUCATION + CERTIFICATIONS

Simmons University, Boston, MA, Master in Public Policy (MPP)

9/18 - present

Rockwood Leadership Institute, Art of Leadership certificate

January 2017

Prosci, Change Management certificate

April 2013

Simmons School of Management, Boston, MA, MBA

9/06 – 5/09

- Student Representative Technology Governance Committee

Fairfield University, Fairfield, CT, BS, Marketing

9/99 – 5/03

PRESENTATIONS & EVENTS

- Developing a Participatory Approach to Digital Rights Research
Internet Freedom Festival, Valencia, Spain March 2018
- Technology and Social Justice: Privacy, Policy, Data, and Design
Simmons School of Library and Information Science April 2017
- Tufts Girls of Code; Cybersecurity speaker
Computer Science department, Tufts University April 2017
- Privacy and Security in New York City; a Community Learning Event
The Glass Room, New York City December 2016
- Effective Communication and Presentation Skills
Center for Women's Entrepreneurial Leadership, Babson College November 2014
- Community Managers: Ready for a Seat at the Table?
SXSW Interactive, Austin, Texas March 2014