

# JERIN ARIFA

<https://jerinarifa.com>

Email: [jerin.arifa@gmail.com](mailto:jerin.arifa@gmail.com)

Phone: (917) 979-3696

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## AWARD-WINNING POLYMATH & GENDER EQUITY SPECIALIST

- Communications Specialist with **14 years** of successes in B2B, B2C and nonprofit communications strategies.
- Persuasive **Trainer and Facilitator** skilled at recruiting unlikely allies, such as a fraternity to combat sexual harassment.
- Impacted **millions** through [award-winning](#) innovations across disciplines—from cutting-edge **cancer research** to community organizing.
- Resourceful advocate in the face of adversity: created anti-violence policy for half-a-million students **while undocumented**, before obtaining citizenship.

## EXPERIENCE

*Consultant, Corporate and Nonprofit Organizations, National and Global* **9/2004–present**

- \* **3BL Media**
- \* **The Corcoran Group**
- \* **The Regus Group**
- \* **YWCA of the City of New York**
- \* **National Organization for Women (NOW)**
- \* **Womankind (Formerly New York Asian Women’s Center)**

### *Leadership and Movement Building: Strategic Planning*

- [Spearheaded](#) the campus sexual assault, domestic violence and anti-stalking policy for the largest, public, urban university in the U.S. – **while undocumented, before obtaining citizenship**.
- Convened diverse community stakeholders—media, legislators, community groups, faculty, students and University Board of Trustees—in a collaborative process to discover and define a desired policy.

### *Training and Supervision*

- Designed, led and evaluated trainings for **hundreds in the corporate and nonprofit sectors** on wide-ranging curriculum: ending sexual harassment and discrimination, bystander intervention and communications strategies (media relations, social media, outreach, partnerships and networking).
- Leveraged emerging technologies to host national and international webinars and trainings.
- Mentored young feminists across the U.S. to lead local groups, such as high school feminist clubs, as the longest *Chair of the NOW National and New York State Young Feminist Task Forces*.
- Supervised staff and consultants—marketing agency, graphic designers and web development—to maintain brand.

### *Community Relations, Outreach and Advocacy*

- Educated and mobilized thousands for online/offline advocacy toward local and national campaigns, legislative campaigning and coalition building, as *NOW National Board Member*.
- Engineered safe spaces for marginalized groups, such as sold-out events for [LGBTQAI+ Muslims](#).
- Organized 600 intergenerational attendees for national conference, featuring women’s rights veterans [Gloria Steinem](#), Carol Jenkins and the leaders of 50 feminist organizations.

### *Partnerships / Coalition Building*

- Forged strategic partnerships with organizations of **10,000-plus members** to grow brand awareness.
- Led co-funding initiative with four separate domestic violence nonprofits serving distinct cultures, developing internal and external messaging with sensitivity to cultural communications differences.
- Researched and built relationships with—governmental and non-governmental agencies, schools, community and faith-based organizations and immigrant communities—to affect systemic change.
- Founded the [inaugural virtual chapter](#) of NOW—the largest, grassroots, democratic, feminist organization in the nation—bridging gaps among young feminists and veteran allies.

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**EXPERIENCE (CONTINUED)*****Public Relations / Media Relations***

- Secured 1,300% more earned media placements in *The New York Times* and other key outlets by cultivating relationships with key journalists, editors, producers and bookers.
- Influenced diverse audiences through thought leadership, media relations and explaining research and technical concepts into layman terms.
- Trained executive and frontline staff to be spokespeople, developing key messaging.
- Spearheaded the creation of a story bank of customer success stories for prominent media placement.
- Awarded multiple honors for skillfully representing 17,000 undergrads in student government.

***Development / Fundraising / Financial Administration***

- Expanded foundation grants 1,133%, corporate funds 247% and board support 278%, for 158-year-old organization with 184 staff and \$9M annual budget.
- Governed organizations with \$3M and \$2.5M annual budgets as Executive Board Member.
- Authorized/declined grants within a \$1M annual budget by conducting research and interviews.
- Devised strategies for identification, cultivation, solicitation and stewardship of donors.
- Created grant proposals, letters of intent (LOI), case statements and stewardship reports.
- Collaborated with Finance and Programs to create and monitor grant budgets and financial reports.

***Sales and Marketing Strategies / Demand Generation***

- Managed broker inquiries of millions in revenue, with ongoing analysis of key performance indicators (KPIs).
- Generated 1,000 users for a tech startup's product launch by leading multichannel marketing strategies for a financial coaching nonprofit and its for-profit Software as a Service (SaaS) venture.
- Accelerated lead generation and pipeline development by curating three separate newsletters (200% increase in production), email campaigns, news releases, pitch packages, video and list-building.
- Partnered with C-suite executives and cross-functional teams to develop, execute and analyze: return on investment (ROI) of customer-service, branding and digital communications for 41 locations.

***Content Marketing***

- Expanded website traffic 200%, Facebook 254% and Twitter 75% through content management system (CMS) writing and editing, blogging, video testimonials and utilizing data analytics.
- Redesigned and produced weekly newsletter for 17,000-plus subscribers, increasing engagements.

***Event Planning***

- Directed events simultaneously at multiple locations, ranging from \$100,000 concerts to webinars.
- Researched, planned and executed trade shows focusing on strategic vertical markets.

**TRAININGS*****Facilitator***

- Individual and group trainings against gender-based discrimination and sexual harassment, focusing on how to recognize and prevent implicit and explicit bias.
- Helping organizations establish systems and guidelines to prevent and respond to harassment, including [bystander intervention training](#).
- Womankind, Project SpeakOut Bystander Intervention Training.
- Men Can Stop Rape, Healthy Masculinity.

***Completed***

- Bringing in the Bystander® Intervention Facilitator Training, Prevention Innovations Research Center, University of New Hampshire
- Connect Training Institute, Understanding Domestic Violence: Essentials and Intersections.
- Students Active for Ending Rape (SAFER).

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## EDUCATION AND SKILLS

- **Hunter College and Baruch College:** City University of New York, NY, Baccalaureate Program, Bachelor of Arts (BA) in both Marketing and Public Relations, Graduated Magna Cum Laude.
- **Technical Skills:** Salesforce, content management systems (CMS), InDesign (Adobe Suites), MailChimp (email marketing), PowerPoint (Microsoft Office Suite), and PC / Mac OS X systems.
- **Language Skills:** Fluent in Bengali. Bylines in English.

## AWARDS

- [The White House](#), Historical United State of Women Summit 2016, *chosen among 10,000 nominees.*
- **New York Academy of Science**, *First Award for Scientific Achievement*, Molecular Biology.
- [Berger-Marks Foundation](#), *Edna Award of Note for advancing social justice.*
- **The Women's Democratic Club of New York City**, *Community Activist Award.*
- **City University of New York**, University Student Senate, *Outstanding Service Award.*

## INTERVIEWS

- [TV Interview with Eve Ensler](#), Daniel Pinchbeck, **Mind Shift**, “Worldwide Feminine Revolution.”
- [National Public Radio](#), Brian Lehrer, **The Brian Lehrer Show**, “The Other “F” Word.”
- [Democracy Now!](#), Martyna Starosta and Andre Lewis, “New York City Joins One Billion Rising to Stop Violence Against Women.”
- [Vice](#), Shahirah Majumdar, “Have Queer Muslims Gained Acceptance in Their Communities Since the Pulse Shooting?”
- [The New York Post](#), Connor Adams Sheets, “Asian-American Panel Views Domestic Violence.”
- [Center for American Progress: Generation Progress Blog](#), Vivian Nunez, “Students Lead the Charge for Comprehensive Sexual Assault Policies at CUNY.”

## PUBLICATIONS

- [18 Million Rising Blog](#), “The Murdered Imam Wore the Same Clothes as My Father.”
- [3BL Media](#), **Justmeans blog**, “Partnering with Competitors to Boost the Bottom Line.”
- [CSR Wire Talkback](#), “Historical United State of Women Summit.”
- [The Huffington Post](#), “Islamophobia Encourages Violence Against Women.”
- [The Tempest](#), “This election has me fearing for my life – your vote matters today.”

## PRESENTATIONS

- **Men Can Stop Rape** Conference, Panelist, “Engaging Men to End Violence Against Women.”
- [LGBTQAI+ Muslims & Allies Interfaith](#) Celebration, Speaker and Organizer, The Lesbian, Gay, Bisexual & Transgender Community Center.
- [Expert Tips to Fight Campus Rape Despite DeVos](#), Moderator, National Organization for Women (NOW) **Young Feminists and Allies.**
- “Freedom on Our Terms: A New Agenda for Women and Girls 30 Years after the National Women’s Conference,” Organizer and Presenter along with **Gloria Steinem.**
- “How to Fight Hate Crimes,” Moderator for panel on racial justice with Jocelyn Morris, Kathleen Sloan and Laila Abdelaziz, **National Organization for Women (NOW)** National Conference.