

Contact

www.linkedin.com/in/carladrysdaleonlinkedin (LinkedIn)

Top Skills

Radio
French
Strategy

Languages

German
French

Honors-Awards

Residency at The Writers Room
Fellowship
Earle Birney Poetry Prize
Swiss Radio of the Year Award
Writing fellowship at the Virginia
Center for Creative Arts

Publications

Little Venus
Inheritance
Poems published in various journals
in the U.S. and Canada, including
The Same, LIT, The Fiddlehead,
Canadian Literature, Literary Review
of Canada, Global City Review and
Confrontation
All Born Perfect (poetry)

Carla Drysdale

WHO Spokesperson and Media Officer
Geneva, Geneva, Switzerland

Summary

Media relations at WHO. Innovative digital communications and advocacy specialist delivering strategies and storytelling which inspire audiences and promote campaigns and brands. Meticulous, self-motivated and results-oriented writer, web editor and manager with strong journalism background.

Experience

World Health Organization
5 years

WHO Spokesperson and Media Officer
April 2022 - Present (1 year 6 months)
Geneva, Switzerland

Answers media queries, gives visibility to WHO's work; provides support, including briefings and/or talking points, for senior leadership media and public appearances; fosters relationships with media to position WHO and global health topics in the public space; works with WHO technical programmes to communicate WHO's priority issues proactively through developing strategies and content; leads media plans for report launches, corporate events and communication campaigns; produces communications products (including press releases, feature articles, and print and audiovisual products) to convey public health messaging and promote WHO's work.

Communications Officer, Media Team, World Health Organization
October 2018 - July 2022 (3 years 10 months)
Geneva, Switzerland

Answering journalists' questions about COVID-19 and pitching ideas to media about WHO's response to the pandemic and other health areas such as infodemics, malaria, medicines, food safety and nutrition, maternal, child and adolescent health, reproductive health, and mental health. I also produce communications strategies and moderate WHO press conferences and events and write, edit and disseminate press releases, speeches, scripts, newsletters and features to support WHO's vision of Health for All.

Technical Officer, Global Malaria Programme
May 2019 - November 2019 (7 months)
Geneva, Switzerland

Every 2 minutes, a child dies of malaria. And each year, more than 200 million new cases of the disease are reported. To promote WHO's goal of achieving a malaria-free world, I craft communications strategies, drive partner relations, create and oversee web and offline content, write and edit publications and handle media enquiries. More at <https://www.who.int/malaria/en/>

United Nations
Communications Specialist
April 2013 - October 2018 (5 years 7 months)
Geneva Area, Switzerland

Provide powerful storytelling products, editorial coaching, multi-media communications and advocacy strategies. Clients include African Development Bank, International Labour Organization, UN Department of Economic and Social Affairs, United Nations of Geneva, UN Human Rights Office, World Health Organization and World Intellectual Property Organization.

United Nations Human Rights
Communications Consultant
February 2016 - July 2016 (6 months)

During this 5-month contract with the UN Fund for Victims of Torture, create and execute communications strategy to heighten Fund's visibility both within and outside the UN; write and edit brochures, press releases, feature stories and radio pieces; overhaul navigation and writing on all UNFVT web pages; consult on social media messaging, oversee development of poster and infographic and direct media outreach to heighten public visibility of the Fund for two specific campaigns, including 26 June, the United Nations International Day in Support of Victims of Torture.

International Labour Organization
Senior Communications Officer
April 2014 - March 2015 (1 year)
Geneva Area, Switzerland

During this contract:

Write and edit news and other information materials such as press releases, fact sheets, feature articles, Q&As and brochures for the media and other target audiences. Write and edit articles, press releases and radio packages for the ILO website. Analyse ILO reports, technical briefing papers and other documents to pitch stories to journalists. Provide communications technical

advice and media training to senior officials and/or public information staff.
Establish and maintain effective working relationships and communication channels with mass media representatives, news services, editors, etc. to encourage accurate and favourable reporting of the organization's activities.
Upload and edit content to the website using proprietary CMS.

Public Services International (PSI), the world's largest trade union for public service workers

Communications and Social Media Consultant (freelance)

June 2013 - March 2014 (10 months)

Ferney-Voltaire, France

Leading social media strategy and international media outreach at PSI, the world's largest trade union for public service workers. Recent campaigns include Bali WTO ministerial 2013 meeting as well as ongoing effects of austerity in Greece.

World Radio Switzerland/Swiss Broadcasting Corporation

Journalist and Web Editor

June 2009 - October 2013 (4 years 5 months)

Geneva, Switzerland

Interim Web Editor from 2011-2013. Lead social media campaigns. Rebuild homepage daily with news, feature and podcast content. Write headlines, edit promo copy and news stories, determine photo usage for maximum user engagement. Use content management system for production of website. Track usage with Google Analytics. Training new employees in website production. Facilitate migration to Drupal-based website.

FROM 2009—2010 ON-AIR PRESENTER, JOURNALIST AND NEWS EDITOR: Co-host flagship news and features morning radio program, The National, broadcast on digital and FM radio throughout Switzerland. Produce, edit and assign news and features for The National. As NEWS EDITOR, direct newsroom staff and freelancers while liaising with management to produce on-air content. Stand in for senior editor, responsible for WRS radio programming and ensuring web integration.

Tightrope Books

Poet

2009 - 2010 (1 year)

Fashion Institute of Technology, State University of New York (SUNY)

Adjunct Professor, Business Writing

January 2009 - June 2009 (6 months)

New York, New York

Designed syllabus, lectured and taught persuasive writing techniques for communicating via email and other digital tools in the workplace. This class also featured workshops on resume writing and interview techniques.

iVillage, an NBC Universal company/GE

Managing Editor

November 2007 - December 2008 (1 year 2 months)

New York, New York

Overseeing news coverage and creation of real-time editorial packages, ensuring full integration of iVillage's community voices.

Maintaining editorial calendar, editing articles and display tout copy and establishing tone, voice and best practices across all channels.

Establishing and maintaining editorial and advertising guidelines.

Liasing with the TODAY Show producers to cross-promote iVillage content and experts, such as Madelyn Fernstrom's "Is It Worth the Splurge?" series.

Working closely with SVP and Editor-in-Chief on overall direction and strategy, including marketing, PR and sales components.

AOL

Senior Network Editor

July 2006 - October 2007 (1 year 4 months)

New York, New York

Working closely with editorial staff to develop lifestyle and women's content focusing on style, beauty, self-improvement, health, diet and fitness, books, horoscopes, home decorating, parenting, food and organizing.

Overseeing strategic sales integration initiatives to preserve compliance with editorial standards while simultaneously achieving stated sales goals.

Managing content creation from idea phase to editing and live posting on AOL's welcome screen.

Identifying editorial programming that has strong resonance and immediacy for online consumers, which has consistently hit exceptional performance targets.

Writing compelling headlines and editing articles under tight deadlines and fast-paced environment.

Leading development of assets, designs and programming to address interests and businesses of the AOL Network.

Lightbulb Press

Senior Editor

October 2005 - May 2006 (8 months)

New York, New York

Managing and executing creation of "Your Retirement Center" website for Mutual of America, from wireframes through writing all display copy to overseeing quality assurance of final live site.

Writing and editing articles and books on financial literacy for teens and adults for variety of clients.

Managing and overseeing SEO, proofreading and quality assurance on client web files.

Conceiving, writing and executing new task orders based on existing client projects.

Venture Wire (acquired by Dow Jones)

Deputy Editor

December 2000 - October 2001 (11 months)

New York, New York

Managing and mentoring seven reporters covering venture capital industry.

Evaluated staff performance and oversaw merit raise process in context of departmental budget.

Increasing story output by 60 percent and raising editorial standards.
Conceiving of publications and projects to serve venture capitalist market

Space.com

Website Producer

April 2000 - October 2000 (7 months)

New York, NY

Managing freelancers and correspondents' assignments and adherence to deadlines.

Daily conferring, one-on-one with company's president, Lou Dobbs, to program homepage.

Assigning and editing articles on astronomy, space, and entertainment using publishing software.

Raising page views by syndicating content to Yahoo!, Britannica.com and MSNBC.

swissinfo.ch

Broadcast Journalist/Producer

May 1990 - July 1997 (7 years 3 months)

Managing entire newsroom production during Editor-in-Chief's absence.

Reporting and producing breaking international news and features.

Hosting, writing, and producing live programs broadcast globally from self-drive digital studio.

Covering such stories as Swiss national elections, United Nations and Montreux Jazz Festival.

Education

Sarah Lawrence College

MFA, Writing, Poetry · (1997 - 1999)

Ryerson University

BA, Journalism · (1981 - 1984)