

## CURRICULUM VITAE

**Fiona McDougall**

Creative Director and Video Producer

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### PROFESSIONAL SUMMARY



In her role as Director of Creative Services and Producer at OneWorld Communications, Fiona oversees all creative outputs: communications media, messaging campaigns, and documentation. Her work includes text/graphic-designed documents, photography, radio/podcasts, social media, online content, and video for TV broadcast and the web. She produces campaigns in Spanish, Cantonese, and Mandarin among other languages. Fiona has been a widely published photojournalist, and a trainer, in developing countries. She is co-principal of her firm which successfully completed a 3-year prime contract for the Global Health Bureau of the United States Agency for International Development (USAID) in October 2019. Fiona oversaw all creative outputs for that contract too. Her work has won numerous industry awards. Fiona brings an international perspective to all her work, having lived and worked in the US, Europe, Africa, and Australia.

### EDUCATION

- B.A. with Honors in TV and Radio Broadcast and Electronic Communication Arts), San Francisco State University, summa cum laude, 2011
- Institute of Advance Advertising Studies Certificate, 2007
- Editing and design at San Francisco State semester, 2000
- Diploma Communications, UNISA (University of South Africa), 1997 – 1998
- Ongoing classes to stay current with industry trends in a changing environment

### PROFESSIONAL EXPERIENCE (please click on blue hyperlinks to see work)

➤ **2001 – Present: Director of Creative Services and Video Producer, Co-Principal, OneWorld Communications**

Work involves: carrying out research and meeting with clients to understand their programs and goals; contributing to strategy, messaging and writing creative briefs; determining best media channels; hands-on and supervision of creating media outputs as text/graphic designed documents, online content, broadcast/web video, radio; ensuring final outputs address all client goals and will be effective in achieving required results; creating budgets, schedules; managing the team; writing proposals and final reports.

Selected Projects:

**USAID Global Health Bureau:** 2016-2019 Fiona oversaw all creative outputs under this contract. She was responsible for, and contributed to, communications strategy development and creative messaging with her core group. She ensured all outputs from draft through to

completion adhered to the approved creative brief. Key outputs included designing, editing, and overseeing production of the monthly Saving Lives at Birth newsletter, creating informational graphics and icons, social media graphics, curating, producing, copy editing, for USAID's "Safer There, Stronger Here" Zika Photo Exhibit in Washington D.C., San Francisco, CA and Austin, TX. Numerous other projects. [See all work here.](#)

**US Veterans Affairs, Health System:** various 2015-2017: [produced three separate projects on post-traumatic stress disorder \(PTSD\)](#), an informational [TV PSA for the Blind Rehabilitation Center of Palo Alto](#), and [TV PSAs on new benefits for veterans, which took an award.](#)

**San Francisco Dept. of Public Health (SFDPH) 2017:** This client needed to find a new way to encourage tobacco smokers to take a path towards quitting. Fiona assisted the client to take advantage of a cigarette tax increase to attract smokers to obtain a free "SF Quits Kit". She led the OneWorld team to design and test key messages with a group of smokers, and then produce creative media for print, bus cards, radio, TV, and promotional materials. [See work here.](#)

**California Public Utilities Commission/Deaf and Disabled Telecommunications Program 2013-2016:** Produced two TV campaigns [Family Talk](#) (including Spanish and Mandarin) – which won a Telly Award – and [Ability Phones](#) overseeing all aspects from creative development, casting, crew, site location and all post production. Produced a website and a wide range of graphic designed-text materials and videos in multiple languages.

➤ **1999 – 2001 Photo Manager & Editor, The Recorder Newspaper, San Francisco**

Headed the Photographic Department providing direction and managing budgets; oversaw staff photographer and freelance photographers; shot and edited visuals for feature stories; contributed to enhancing the publication's photographic style.

➤ **1995 – 1998 Photojournalist, Communications Specialist, Zimbabwe**

Photographed, edited and transmitted news and documentary stories for international newspapers: The New York Times, Agence France Presse, Detroit Free Press among others; researched, photographed and created communication materials for UN agencies and local NGOs such as Africa Community Publishing & Development Trust in the areas of health, agriculture, environment, and women's' projects. See selection of work [here](#) and [here](#).

➤ **1994 Photojournalist, San Francisco, Bay Area**

Freelance photojournalist doing feature stories for SF Chronicle and New York Times.

➤ **1989 –1993 Photojournalist, Communications Specialist, Nairobi Kenya**

Researched, photographed, edited and transmitted news and documentary stories in Kenya and East and Southern Africa for international newspapers; covered civil unrest in Somalia throughout 1992 exclusively for The New York Times and was nominated for a Pulitzer; photographed/ created communication materials (posters, brochures) for UN agencies and

NGOs (Ford Foundation, Kellogg Foundation, UNDP, UNICEF, UNHCR as well as local NGOs) in the areas of health, agriculture, environment, forestry, women's' projects and worked in Tanzania, Uganda, Ethiopia, Eritrea. See selection of work [here](#) and [here](#).

➤ **1983 – 1989 Photojournalist, Editor, Rome Italy**

Photographed, edited and transmitted feature and documentary stories for international newspapers; contract photographer for the Food and Agriculture Organization of the United Nations (FAO) providing several long- and short-term photographic consultancies in developing countries and at headquarters. In specific countries, all of this work entailed working closely with nationals on the ground and understanding local customs and values, in order to be able to interact with villagers, rural communities, as well as local experts.

- Sudan: shot forestry projects in Northern Sudan and created filmstrips with OneWorld co-principal and founder Jonathan Villet. The topic was focused on deforestation, the need to plant more trees, and how to harvest gum Arabic. Fiona also provided general documentary style images.
- Ethiopia: Fiona made several trips to this large country shooting general coverage of agricultural projects and shooting for filmstrips. The work involved traveling throughout Ethiopia, documenting forestry projects. She has also worked there on editorial assignments for The New York Times and Newsweek.
- Bangladesh: Based in Bogra, Fiona and partner worked for 6 months to create filmstrips about forestry and poultry projects. The work entailed shooting in specific villages and setting up shots to accompany scripts about the importance of planting seedlings. The second topic was how to raise healthy chickens for egg production.
- Nepal: Fiona did extensive coverage of this topic for general use and for filmstrips for educational purposes. She documented the destruction of forests by local villagers in their search for fuel wood. Also documented was the use of charcoal burning stoves provided by FAO to village women, as an alternative to the wood guzzling system that local people were using.

**SELECTED CAREER HIGHLIGHTS**

- Nominated for a Pulitzer Prize by The New York Times for her photojournalistic coverage in Somalia.
- Recipient of the World Health Organization Photographic Award.
- "Tibetan Journal," a photographic book on Tibetan culture, published by Ten Speed Press
- Produced the award-winning "Access CPUC: How the CPUC Can Work for You" online video and DVD (2010 Communicator Award, Award of Distinction)
- Led creative production for SFO – "South America Tomorrow" campaign – which earned the Award of Excellence, The 2011 Communicator Awards
- Produced the "Phone Soap Opera" campaigns for CPUC targeting general market, Asian, and Hispanic communities, which took an Addy Award in 2008
- Led all aspects of creative development and media production for the "Hungry Pests" campaign for USDA APHIS, which included print, TV, and radio, online, and increased public awareness five-fold and won Bronze at the 2010 Telly Awards

- Produced a the “Between Sound and Silence” documentary about two families with hearing and deaf family members, and presented paper on at the International Oral History Association conference in Buenos Aires, September 2012.
- San Francisco State University, Journalism Dept: Guest lecturer 2014 and 2015

### **SPECIALIZED SKILLS & TRAININGS**

- Familiar and comfortable working and living in developing countries, rural areas
- Proficient in running a business, overseeing staff, working with multicultural teams
- Cross-cultural appreciation and understanding
- Skilled in photography, video and editing production
- MS Office applications, Final Cut Pro, Adobe Premier, Photoshop, InDesign
- Languages: “Expert” level in English (native language), also reads/writes Intermediate Italian

### **PUBLISHED IN PUBLICATIONS**

United Nations publications, The New York Times, TIME Magazine, Newsweek, The Kellogg Foundation Magazine, UCSF Magazines (1998 to 2005), Ford Foundation Magazine, The San Francisco Chronicle, Detroit Free Press, Los Angeles Times, Vanity Fair, The Age, The Daily Nation among others. Numerous public service / advertising media on social media platforms, websites, TV, radio, out-of-home, newspapers.

Author of Books: “Tibetan Journal” published by Ten Speed Press/Celestial Arts; Moroccan Moments, self-published BLURB.

### **PHOTOGRAPHIC EXHIBITIONS**

- ‘Passage to Tibet’ photo exhibit, San Francisco City Hall, 2000
  - ‘Tibet’ color media presentation, Harare 12/98
  - ‘The Forgotten Tonga People’ black & white exhibition, Harare 12/97
  - ‘Somalia’s Cry’ exhibition mounted by the United Nations and LIFE Magazine, New York 11/92
  - ‘Nairobi Portraits’ black & white portraits, Nairobi, 9/91
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