

# AB BRIGHTMAN

Outgoing philosophy and politics student with youth-focussed practical experience in strategic communications, advocacy and campaigns for charity and political causes. Excelling in international and high-energy environments, I am driven by a passion for social justice.

## Experience

### **PR & Media Volunteer, GlobalGiving UK**

*January 2016 - present*

- I will be working at GGUK for three months, creating and implementing a press strategy for our unique digital charity, crowdfunding grassroots development.
- I am building our media database from scratch, monitoring relevant press and blogs, and testing our narrative messages, enabling us to learn and adapt our approach.
- I also identified our need to increase outward facing digital activity, therefore I will be creating fresh news content for our website and increasing the frequency and quality of our social media posts.

### **International Officer & Federal Executive Member, Liberal Youth**

*July 2013 - present*

- I am responsible for all international affairs of the Liberal Democrat's youth wing; I advocate the needs of young people at a global level and creating international opportunities for members, involving overseeing projects and grant applications.
- I created the LY International digital communication strategy, including an email list and social media, which increased our delegations from zero to oversubscribed.
- I coordinate and participate in campaigns on international issues, being a founding member of 'Have You Seen My Rights?' global youth coalition for SRHR and running a national campaign on the lack of LGBT rights in the Commonwealth.

### **Communications Intern (Voluntary), Y Care International**

*June 2015 - September 2015*

- I supported the sole Communications Officer of the youth-focussed international development organisation with all aspects of the portfolio.
- By introducing email list segmentation of supporters to the organisation, I achieved our highest ever email campaign click-through rate, as well as high online donations.
- I assisted in our forward planning and generated targeted content for our website and social media channels, resulting in increased measurable engagement.

## **Assistant, All-Party Parliamentary Group on Gypsies, Travellers and Roma**

*July 2015 - September 2015*

- I supported the Officer with establishing the all-party parliamentary group by building relationships with MPs, Peers, researchers and key stakeholders.
- I assisted with our work advocating for the rights of these often discriminated against groups, including responding to fresh injustice passed under the Housing Act.
- I was responsible for producing strategic research on potential new members and legal developments, as well as advising on its political implementation and communication.

## **Seminar Trainer, IFLRY (International Federation of Liberal Youth)**

*September 2014 - present*

- I plan, execute and evaluate intensive week-long seminars held in a variety of countries for international groups of young adults, as part of facilitation teams.
- My key skills include confidence presenting to groups, facilitating realistic projects from participants and thinking on my feet when we encounter unexpected problems.
- I created an advocacy framework toolkit, which is now used in other IFLRY seminars.

## **Social and Digital Media Consultant (Voluntary), YWCA of Great Britain**

*July - September 2014*

- I worked with the UK Secretary General of the of the largest women's organisation in the world to produce a comprehensive data-driven review of their existing digital media strategies.
- This included social media and email marketing with a goal to increase the engagement of young women stakeholders and donations from supporters.

## **Activist, Liberal Democrats**

*June 2012 - present*

- Since I joined the political party I have been a tireless campaigner. I have helped fight local, devolved, European and national elections, as well as having campaigned abroad.
- I have also sat on local campaigns teams and executives, am elected by the party on to the Executive Committee of Liberal International, and our International Relations Team.

## **Education**

- Bsc Philosophy and Politics - Oxford Brookes University, 2:1 *expected May 2016*
- Including modules on human rights, representation politics and international relations
- A-levels: AAD (Philosophy & Ethics, Psychology, Chemistry)
- GCSEs: A\*A\*A\* AAAAAAA