

**YVONNE OH**

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I am a communications specialist with broad experiences in media, development and international relations work in a career that spans more than 25 years. I used strategic foresight with media knowledge and communication skills to implement public affairs and advocate U.S. policies with foreign nations to achieve effective, long-term and sustainable goals.

At George Washington University, I am the program coordinator for the Institute for Public Diplomacy and Global Communications and the Global Communication Master's program.

Skills

Outreach and Engagement (with university community and general public)  
Events Planning (in-person and virtual)  
Relationship Building (with stakeholders in the public diplomacy and media spheres)

Education

George Washington University, Masters of Business Administration (current)  
University of Missouri, Bachelors of Journalism

Professional Experience (20+ years)

**INSTITUTE FOR PUBLIC DIPLOMACY AND GLOBAL COMMUNICATION**

The George Washington University  
Washington, D.C.

MAY 2018-PRESENT

**PROGRAM COORDINATOR**

A multitasking position supporting to the Institute's mission to promote the understanding and practice of public diplomacy

- Programming - institutional activities: Speaker and panel events, training workshops for foreign delegations, visiting scholars including Fulbright, collaborations with other academic and public diplomacy organizations.
- Developing and implementing US Government exchange programs: the Distinguished Humphrey Fellowship.
- Supporting the GW Elliott School of International Affairs Masters program in Global Communication; including recruitment and professional development events.
- Developing student and public engagement both online and in-person.
- Managing administrative and budget needs.

**EMBASSY OF THE UNITED STATES**

Kuala Lumpur, Malaysia

**SENIOR INFORMATION SPECIALIST**

JUNE 1998 - MARCH 2016

- In coordination with the mission's Counselor for Public Affairs, developed the mission's strategies for engagement and outreach.
- Provided expert guidance to U.S. Ambassadors, Deputy Chief of Mission, department leaders, and other senior staff on local engagement. Provided advice

and support for visiting government and other U.S. groups on outreach and engagement matters.

- Support for high-level visitors have included Secretaries of State (Albright to Kerry), Cabinet members, Congressional delegations, US military leadership, judicial members, scientists and other U.S. Government guests.
  - Advocated U.S. Government policies, programs and highlighted bilateral achievements through the successful execution of public events, engagement activities, and media relations.
    - Planned media calendar for interviews, conferences and placements.
    - Collaborated with partners on arrangements for events and campaigns.
    - Supervised four-person press team to provide support for engagement.
- The team was responsible for traditional and online media needs, media monitoring and translations, social media and website work, and VIP visits and events support.

Highlight: In 2014 and 2015, U.S. President Barack Obama visited Malaysia. During both Presidential visits, I coordinated and facilitated the White House and U.S. mission's media engagement needs. This involved leading local teams and advising White House public affairs coordinators on outreach and event planning; and supporting the travelling White House press corps logistics.

- Developed and cultivated strategic relationships to support Mission goals.
  - Established strong, reliable relationships with policy-makers, government officials, educators, media, civil society leaders and other stakeholders.
  - Identified opportunities for collaboration with external partners
- Managed administrative work for program support and professional development.
  - Developed, edited and coordinated content for briefings, interviews, public information, promotions, and other outreach activities in print and online.
  - Supervised staff on public affairs duties. Recruited and provided support for staff training and development in social media, website management, and technical audio-visual skills.

#### **ASIAN INSTITUTE FOR DEVELOPMENT COMMUNICATION**

Kuala Lumpur, MALAYSIA  
PROGRAM COORDINATOR

JULY 1997-MAY 1998

- Organized national and regional conferences on development and communication issues, as well as community workshops for the UNESCO-accredited, regional non-profit organization.

#### **THE STAR MEDIA GROUP**

Kuala Lumpur, MALAYSIA  
FEATURE WRITER/ PHOTOJOURNALIST

MAY 1992- JUNE 1997

- Developed, reported, and photographed stories on Malaysian and regional news, current issues and reader-interest topics.