PALLAVI RAGHUVANSHI

Marketing, Communications & Fundraising

CONTACT ME

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LinkedIn

EDUCATION

Digital Marketing Bootcamp Certificate
Alacrity Academy, Canada, 2021

Certificate in Digital Marketing
BrainStation, Vancouver, 2020

Digital Communications & Marketing Certificate
XLRI Jamshedpur, India, 2016

Postgraduate Diploma, Contemporary Crafts
University for the Creative Arts, Farnham, UK, 2011

Bachelor of Fine Arts, Visual Communications
College of Art, University of Delhi, India, 2010

SKILLS

Fundraising & CRM

- Raiser's Edge
- DonorPerfect
- Blackbaud

Design & Content

- Adobe Creative Suite
- Canva
- WordPress
- Wix
- Unbounce

Digital & Analytics

- Google Analytics
- Google Ads
- Meta Business Suite
- Hootsuite
- LeadSquared
- Zapier
- AI content tools
- MS Office / SharePoint

Strengths

- Leadership

PROFESSIONAL PROFILE

Communications and fundraising leader with 13+ years across nonprofit, agency and higher-education settings in Canada and India. Most recently Communications Lead at the Dr. Peter AIDS Foundation, where I led a full rebrand, delivered four signature galas generating $1.5M+ (above target) and lifted donor retention by 10%. I build data-driven communications plans, donor engagement programs and integrated campaigns, and produce the content myself: newsletters, donor magazines, media releases, web, social and video. Experienced with Raiser's Edge, DonorPerfect and Blackbaud.

CORE COMPETENCIES

- **Strategic Communications:** Multi-channel, data-driven plans aligned to organizational strategy
- **Branding & Messaging:** Rebrands, brand standards, corporate and community messaging
- **Fundraising & Donor Engagement:** Galas, campaigns, donor stewardship, retention and database management
- **Partnerships & Media Relations:** Sponsors, community partners, local and national media
- **Content & Publications:** Storytelling, newsletters, donor magazines, short-form video
- **Digital Marketing:** Social media, email, SEO/SEM, Google Ads, landing-page testing
- **Metrics & Reporting:** Tracking campaign performance and reporting to leadership
- **Leadership & Budgets:** Cross-functional collaboration, team mentorship, event and campaign budgets

WORK EXPERIENCE

Planned Career Break

FAMILY CAREGIVING AND RELOCATION | Vancouver to Guelph, ON | Aug 2025 – Present

Communications Lead

DR. PETER AIDS FOUNDATION (DR. PETER CENTRE) | Vancouver | Sep 2022 – Jul 2025

Led all internal and external communications, marketing, media relations, events and partnerships in line with the organization's strategic plan, with a mandate to grow fundraising revenue and donor engagement.

- Delivered four signature fundraising galas plus awareness campaigns, generating $1.5M+ in revenue and exceeding target.
- Built and evaluated a multi-channel, data-driven communications plan, contributing to a 25% increase in brand awareness over two years.
- Led a full brand redevelopment and rollout, achieving 100% adoption of new brand guidelines across all departments and external channels.
- Increased donor retention by 10% through tailored stakeholder messaging and a custom donor relationship management tool.
- Wrote and produced print and digital newsletters and donor magazines for internal and external audiences.
- Secured positive local and national media coverage every year through proactive media relations.
- Improved brand consistency across platforms by 40%, using AI-assisted content workflows and templates.

- Strategic Thinking
- Data Analysis
- Problem-solving
- Adaptability
- Collaboration

LANGUAGES

- English
- Hindi
- Punjabi

VOLUNTEER EXPERIENCE

Communications & Content Projects Lead
LetsStopAIDS · Jun 2020 – Apr 2021

Social Media Content & Community Manager
Jeboah Miranda Foundation · Jun 2020 – Jan 2021

- Advised cross-functional teams on content strategy, improving departmental engagement with communications by 15%.

Communications & Community Partnerships Manager

SURREY FOOD BANK | Surrey | Jul 2021 – Sep 2022

Built the organization's brand persona and led communications, events and partnerships to support fundraising goals.

- Grew fundraising results by 20% through events, food drives, sponsorships and community partnerships.
- Launched a data-driven internal and external communications plan with an interactive donor management solution, raising donor engagement by 50%.
- Researched prospective donors, cultivated sponsor and donor relationships, maintained the donor database and managed the annual fundraising calendar.
- Wrote and produced print and online newsletters and donor publications for internal and external circulation.
- Delivered communications across web, media and social channels; used social analytics to optimize content performance.
- Created and managed budgets for events, advertising campaigns and marketing initiatives.
- Represented the food bank at community events; ensured events met regulatory and occupational health and safety requirements.

Digital Marketing Specialist

SPROTT SHAW COLLEGE | Burnaby | Aug 2020 – Jul 2021

Planned and executed online marketing for the international department, reporting to the Director of Marketing.

- Increased leads by 20% at a 3.2% conversion rate, above industry benchmark.
- Designed and A/B-tested landing pages in Unbounce; built Google display and search ads.
- Managed all international social media channels and content.
- Integrated campaigns with the internal CRM using Zapier and webhooks.
- Conducted keyword research and competitor analysis to guide content and campaigns.

Communications & Content Consultant

SELF-EMPLOYED | Vancouver | Apr 2019 – Sep 2019

Clients: International Alliance for Immigrant Services and Concert8Solutions.

- Grew Instagram followers by 60% through a new content strategy focused on brand awareness.
- Designed and launched the IAIS.ca website on Wix with a go-to-market strategy.
- Wrote and distributed press releases announcing strategic partnerships.
- Wrote SEO-optimized web content and created client communication templates and scripts.

Senior Manager, Marketing Communications

BURSON COHN & WOLFE | Gurgaon, India | Mar 2018 – Jan 2019

- Led a team of marketing professionals and managed the agency's corporate brand across traditional, digital and video media.
- Co-wrote new-business pitches with PR teams, contributing to 6% agency growth.
- Created award-winning entries and case studies for global clients including Star Sports, Colgate and Medela.
- Produced thought leadership content and whitepapers; managed the India website rebrand with IT vendors.
- Ran internal communications (intranet, SharePoint) and designed staff training workshops.

Manager, Marketing & Communications

BML MUNJAL UNIVERSITY | New Delhi, India | Oct 2016 – Mar 2018

- Executed a brand repositioning strategy that raised social media lifetime reach by 80% and website traffic by 100%.
- Wrote and produced the monthly university newsletter, The Pilkhan, and all print collateral.
- Led keyword planning and a new website build; managed email campaigns and CRM along the student journey.
- Planned and ran events and webinars averaging 100 registrants; managed agencies and the in-house design team.

Communications Specialist

RASTA | Gurgaon, India | Feb 2016 – Oct 2016

- Led brand strategy and print campaigns for clients including United Health Group, Times Internet and Hokey Pokey; managed 3 designers and developers.
- Grew client Facebook followers by an average of 50% and Twitter followers by 40% month over month.

Head – Design & Content

AURAZ | Bangalore, India | May 2015 – Feb 2016

- Co-founded an antique furniture and home furnishings venture; built the launch funding pitch and led design, content, print and social media.

Senior Manager

ART HERITAGE | New Delhi, India | Dec 2013 – Feb 2015

Manager

GALLERIE NVYA | New Delhi, India | Dec 2011 – Feb 2013

- Led gallery sales and marketing, client and artist relations, and vendor management at two contemporary art galleries.