PALLAVI RAGHUVANSHI

Marketing & Communications

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PROFESSIONAL PROFILE

Senior marketing and communications leader with 11+ years across healthcare, nonprofit, agency, and education settings — combining brand stewardship, strategic storytelling, and fundraising communications. Proven record leading rebrands, managing media relations, translating complex clinical and social subject matter into compelling donor-facing content, and partnering with executive leadership and cross-functional teams to turn strategy into executed, on-brand work.

CORE COMPETENCIES

- Fundraising & Donor Communications: Annual giving campaigns, stewardship reports, donor cultivation and retention, signature event fundraising
- Brand Stewardship: Brand guideline development and rollout, cohesive voice across digital, print, and paid channels, message alignment across stakeholders
- Strategic Storytelling: Translating complex clinical and social subject matter into accessible, audience-focused content across multiple channels
- Media Relations: Campaign and seasonal media strategy, journalist relationships, spokesperson support, media monitoring and reporting
- Team Leadership & Mentorship: Leading designers, developers, and freelance partners; coaching and professional development
- Metrics & Reporting: Cross-channel performance tracking, CRM and donor database management, ROI analysis and strategic recommendations

WORK EXPERIENCE

Communications Lead | Dr. Peter Centre | Vancouver, BC | Sep 2022 – Jul 2025

Led all marketing, communications, and fundraising communications for a healthcare organization providing care to people living with HIV/AIDS. Designed and rolled out a multi-channel communications framework paired with a custom donor relationship management tool, deepening engagement across the donor base and strengthening long-term retention.

- Spearheaded the development, implementation, and evaluation of a comprehensive communications plan, contributing to a 25% increase in brand awareness over two years
- Managed a comprehensive brand redevelopment and strategic rollout, achieving 100% adoption of new brand guidelines across all internal departments and external communications, and increasing cross-platform brand consistency by 40%
- Led all internal and external communications and media relations, securing positive media placements annually in local and national outlets, and prepared messaging and briefings for executive leadership engagements
- Created all fundraising materials, stewardship reports, and stewardship communications supporting donor cultivation, recognition, and retention across the giving cycle
- Executed four signature fundraising galas and supporting awareness campaigns, collectively generating over $1.5M in revenue and exceeding target
- Cultivated and facilitated one major donor relationship from first outreach through to close, resulting in the donation of a space of significant value as the home of the organization's flagship
- Developed tailored donor messaging that increased donor retention by 10% and strengthened community partnerships
- Advised cross-functional teams on targeted content strategies, resulting in a 15% improvement in departmental engagement with communications initiatives
- Integrated AI tools into content development and reporting workflows, accelerating drafting, campaign reporting, and content variant testing

Communications & Community Partnerships Manager | Surrey Food Bank | Surrey, BC | Jul 2021 – Sep 2022

Developed the organization's brand persona in line with its strategic plan and led all event and partnership activity supporting annual fundraising goals, achieving a 20% increase in fundraising results and a 50% lift in donor engagement through an interactive donor management solution.

- Expanded revenue generation through strategic initiatives, partnerships, and relationship-building with sponsors, donors, and community leaders
- Researched and qualified prospective donors, maintained the donor database, tracked budget targets, and managed the annual fundraising calendar

- Developed and executed communication strategies across web, media, and social channels to convey organizational messages and strengthen brand reputation

Digital Marketing Specialist | Sprott Shaw College | New Westminster, BC | Aug 2020 – Jul 2021

Developed landing pages, Google Ads, and content across international social channels, working directly with the Director of Marketing to execute strategic online marketing plans. Increased leads by 20% at a 3.2% conversion rate, above industry average.

- Planned and designed landing pages for A/B testing via Unbounce
- Researched, analyzed, and reported on competitors' digital marketing strategies and communications
- Integrated digital campaigns with the internal CRM using Zapier and webhooks

Communications & Content Consultant | Self-Employed | Vancouver, BC | Apr 2019 – Sep 2019

Engaged by the International Alliance for Immigrant Services and Concert8Solutions to build and manage social channels and digital communications, developing a content strategy focused on brand awareness that increased Instagram followership by 60%.

- Planned and designed the IAIS.ca website on Wix alongside a go-to-market strategy

Senior Manager, Marketing Communications | Burson Cohn & Wolfe | Gurgaon, India | Mar 2018 – Jan 2019

Managed corporate brand identity and collaborated with in-house Public Relations teams to conceptualize and write brand pitches that won new accounts, supporting an agency growth rate of 6%. Created award-winning campaign entries for global brands including Star Sports, Colgate, and Medela.

- Engaged and managed influencer recruitment and internal, external, and corporate stakeholders to maintain consistent brand identity across traditional, digital, and video media
- Managed internal and external IT vendors through a full rebrand of the India website, scoping deliverables and overseeing execution

Manager, Marketing & Communications | BML Munjal University | New Delhi, India | Oct 2016 – Mar 2018

Executed a brand repositioning strategy that increased social media lifetime reach by 80% and website traffic by 100%, with an average email open rate of 15% across all campaigns.

- Managed CRM initiatives, optimizing the student journey throughout the marketing funnel
- Served as single point of contact for the in-house design team, project-managing content and website development

Communications Specialist | Rasta | Gurgaon, India | Feb 2016 – Oct 2016

Led a team of designers and developers, achieving average monthly growth of 50% on Facebook and 40% on Twitter. Implemented keyword planning and on-page optimization that drove website traffic and reduced bounce rates to 30%. Developed consistent branding strategies for key clients, executed print campaigns, and managed agency relationships and client servicing.

Head, Design & Content | Auraz | Bangalore, India | May 2015 – Feb 2016

Co-founded a design company focused on antique furniture and home furnishings, leading design direction and go-to-market strategy and developing the pitch strategy for $100,000 CAD in launch-phase funding.

Senior Manager | Art Heritage | New Delhi, India | Dec 2013 – Feb 2015

Manager | Gallerie Nvya | New Delhi, India | Dec 2011 – Feb 2013

SKILLS, TOOLS & LANGUAGES

Adobe Creative Suite • Canva • Mailchimp • Hootsuite • WordPress • Wix • Unbounce • Meta Ads • Google Ads • Google Analytics • CRM & Donor Databases • Zapier • MS Office • ChatGPT • Claude • Gemini

Languages: English • Hindi • Punjabi

EDUCATION

Digital Marketing Certificate — Alacrity Academy, Canada (2021) • Digital Marketing Certificate — BrainStation, Vancouver (2020) • Digital Communications & Marketing Certificate — XLRI, Jamshedpur, India (2016) • Postgraduate Diploma, Contemporary Crafts — University for the Creative Arts, Farnham, UK (2011) • BFA, Visual Communications — College of Art, Delhi University, India (2010)

VOLUNTEER EXPERIENCE

Communications & Content Projects Lead, LetsStopAIDS (Jun 2020 – Apr 2021) • Social Media Content & Community Manager, Jeboah Miranda Foundation (Jun 2020 – Jan 2021)