

Ayesha Shakya

Experience

Product Manager

Malala Fund | New York, NY

January 2020 - Present

- Leads product strategy and development to optimize all of Malala Fund's digital products, including malala.org, assembly.malala.org, microsites and email newsletters
- Develops product plans and roadmap to set goals for digital products to increase donor engagement
- Oversees user research and A/B testing to identify user needs, prioritize problems and incorporate UI/UX feedback into the development of digital products
- Manages and leads a cross-functional team of designers and engineers and maintains strong relationships with stakeholders

Digital Producer

Malala Fund | New York, NY

January 2019 - January 2020

- Conceptualized and produced digital content for Malala Fund's video digital fundraising campaigns, social platforms and email newsletter
- Managed production for digital and print collaterals and orchestrated edits with internal and external stakeholders

Coordinator, News Partnerships

Facebook | New York, NY

June 2017- December 2018

- Measured the impact of programs and events under the Facebook Journalism Project (FJP) by performing a segmentation study of engagement and survey data of FJP initiatives
- Analyzed overall sentiment towards FJP initiatives, including news partners interacted with and cohorts reached globally

Digital Producer

Nepali Times | Kathmandu, Nepal

November 2013 - June 2016

- Oversaw the digital team and experimented with innovative forms of digital storytelling, transforming Nepali Times into a leading digital news portal in Nepal
- Managed a team of photographers and videographers to produce multimedia projects for the web
- Led Nepali Times' social media strategy and tracked growth to amplify engagement amongst readers, leading to a 2x increase in subscriptions and 4x increase in follower count

Education

New York University: Studio 20: Digital First

Master of Arts in Journalism

New York | September 2016 - December 2017

Nanyang Technological University: Information Engineering & Media

Bachelor of Engineering

Singapore | August 2009 - July 2013

Awards

Malala Fund

2022 Anthem Awards for Diversity, Equity and Inclusion and Community Engagement

2021 Webby Honoree for Charitable Organizations/ Non-Profit Websites and Mobile Sites

2021 Webby Honoree for Diversity & Inclusion Websites and Mobile Sites

2020 Webby Award for Websites and Mobile Sites Email Newsletters

2020 The Telly Awards, Silver for Social video, Not for Profit Series category

New York University

2018 New York Emmy, Public/Current/Community Affairs: Series

2018 Webby Finalist for Websites - Community category + People's Voice

2017 College Photographer of the Year, Award of Excellence, Online Multimedia Storytelling

2017 Horizon Interactive Awards, Best of category: Short Film / Documentary

2016 American Association of Women (AAUW) International Fellowship

2016 International Center for Journalists (ICFJ) Digital Media Co-Op Program with The Center for Investigative Reporting, San Francisco

Skills

Web/ Mobile | HTML, CSS, Javascript, Wordpress, Squarespace, Mailchimp, Google Analytics

Product Management | Asana, Monday.com, Figma, Zeplin, Airtable, UX/ UI Research, A/B Testing and Experimentation

Multimedia | Photography, Video Production, Photoshop, Illustrator, Premiere, Final Cut Pro