

# Ayesha Shakya

www.ayeshashakya.com

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## Experience

### Digital Product Manager

The Malala Fund | New York, NY

December 2020- Present

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

### Digital Content Producer

The Malala Fund | New York, NY

January 2019- December 2020

- Conceptualized and produced digital content for Malala Fund's video digital fundraising campaigns, social platforms and email newsletter
- Managed production schedules for digital and print collaterals and consolidate edits to 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

- Led the digital team to oversee digital news storytelling and transform Nepali Times into one of the leading news portals in Nepal
- Managed a team of photographers and videographers to produce multimedia projects
- Strategized Nepali Times' social media presence and tracked growth to amplify engagement amongst readers, leading to a 2x increase in subscriptions and 4x increase in follower count

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## 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

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## 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

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## 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