

Adva Rodogovsky

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Creative and innovative social entrepreneur who has dedicated her life to protecting human rights and promoting peace and social development. Blessed with the ability to come up with “row” ideas and transform them into reality. Dedicated to values and people and to promoting a non-violent, mindful and compassionate social change.

Employment Experience

Monitoring and Evaluation Consultant, India; A VSO professional volunteer working for AAINA
January 2012- on going.

Analyze and evaluate the existing Monitoring and Evaluation system at AAINA; Prepare M&E materials to be used by AAINA for reporting to various stakeholders and donors; set up and work on requires M&E systems; Develop M&E skills for project and program staff.

Lived and studied in Nepal and Burma, Oct 2008- Nov 2010. Dedicated a couple of years to intensive Buddhist Meditation practices while living in Buddhist Monasteries in Nepal and Burma.

Advocate and Project Manager, B'tselem – The Israeli Information Center for Human Rights in the Occupied Territories, Aug-Dec 2009.

Short-term contract in between two journeys to SE Asia. Strategized, developed and directed public outreach activities and media campaign organizing Israeli decision and policy makers to commemorate B'tselem's 20th anniversary. Drafted and guided a series of study tours to the West Bank, trained B'tselem staff to lead similar tours. Initiated and produced video clips starring Menashe Noy, a celebrity Israeli director and actor. (<http://www.youtube.com/watch?v=YLVSyvxXJ44>).

Head of the Public Outreach Branch, Ir Amim – for an equitable and stable Jerusalem with an agreed political future, Sep 2005- Oct 2008.

Joined Ir Amim at its inception. Provided the overall leadership, direction and strategy of all programming targeting Israeli and international audiences, focusing on Jerusalem in the context of the Palestinian-Israeli conflict. Set up the department's different institutions, supervised and trained 9 team members

- Led strategic and campaigning teams. Established and managed websites, average 2000 monthly viewers (<http://www.ir-amim.org.il/eng/>). Expanded 5500-member mailing list. Authored 5 in-depth current affairs reports. Coordinated two evaluation surveys of 1200 households and 3 focus groups.
- Established and managed all public activities, events, briefings and fact-finding tours for over 17,000 participants. Developed and coordinated in-depth seminars for national and international stakeholders.
- Launched 10 large-scale media campaigns reaching 3 million viewers and eliciting over 400 newspaper responses.
- Produced “Jerusalem Moments” a Palestinian-Israeli film project featuring Israeli-Palestinian relationship in the city. The project currently in its fifth year, screened and broadcasted in Israel and abroad (<http://www.mozer-films.com/Film.aspx?ID=40>). Produced and curated photo exhibition presented to 1000 attendees at the European Parliament and the European Commission in Brussels.

- Developed and coordinated the Jerusalem Monitoring Project, documenting and visually recording current “facts on the ground.”
- Initiated and managed projects targeted at enhancing the well-being of Palestinian residents of Jerusalem.

Human Rights Advocate, *The Association for Civil Rights Israel, ACRI*, Sep 2005- Oct 2008. Designed, developed, facilitated and presented numerous seminars and workshops discussing human rights while working with operative branches of the Israeli authorities such as the Israeli Police, the Israeli Defense Forces and officials from different Governmental ministries.

Human Rights Advocate and Project Manager, International Human Rights Day 2005, *Amnesty International – Israel Section*, Aug-Dec 2005

Initiated and provided the overall direction and strategy of a series of public events to commemorate 2005’s International Human rights day targeting Israeli audiences. Developed and planned all programming and education curriculums to represent AI campaigns. Recruited, supervised and trained 40 team members. Coordinated extensive public and media relations. Managed administration and financial aspects. Over 45,000 visitors were directly exposed to AI messages during the main event which took place at Tel Aviv’s busiest shopping centre.

Project Manager, International Human Rights Seminar for Youth, *Amnesty International – Israel Section*, Feb – Aug 2005.

Coordinated, produced and managed original international human rights and social activism initiative. Developed educational materials. Recruited, supervised and trained 13 employees and interns and 60 delegates. Managed logistical and financial aspects of the project. Coordinated public relations and media relations.

Grant Writer, *Platek & Shacham Fundraising*, Feb- Sep 2005.

Drafted and prepared proposals and grant applications for various NGOs. Researched and identified public and private grant opportunities.

Assistant to the Executive Director, *Israel Religious Action Center*, Jun 2002 – Jul 2003.

Advised on policy and assisted in setting agency goals for promoting and protecting freedoms of religion, thought and conscience. Planned and coordinated academic conferences and political activities. Represented IRAC in numerous human rights coalitions such as the Coalition against Racism and the Coalition against Trafficking in Women.

Planner and Coordinator of Seminar Programs on Israeli Society and the Peace Process, *The American Jewish Committee Israel/Middle East Office*, Sep 2000- Jun 2002.

Scheduled and planned week-long seminars targeting senior American officials. Developed programming, selected and managed all speakers, lecturers and service providers. Coordinated evaluations.

Education

MA, Human Rights (high pass), *University College London, School of Public Policy*, 2003-2004.

Focused on socioeconomic rights and global development. Full scholarship, British Council Chevening Scholarship, co funded with Shell Centenary Scholarship.

MA, Peace and Development (with distinction), *Gothenburg University, Sweden, Department of Peace Research*, 2002-2003.

Programming took place in Jerusalem, targeting Israeli and Palestinian mature students and focusing on the Israeli-Palestinian conflict. Full scholarship.

BA, Islam, Middle Eastern and Iranian Studies (magna cum laude), *Hebrew University of Jerusalem. 1996-2000*

Hobbies Buddhist meditation practices and studies; yoga; certified Cuban salsa dance instructor.

Languages Hebrew (mother tongue); English, excellent; Arabic, fair