

TWANNA ANGELA HINES

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SUMMARY

Senior international consultant and social impact strategist with 21 years of experience designing intersectional gender-transformative programs, results-based frameworks, and multi-stakeholder strategic processes for 100+ NGO and nonprofit clients across combined budgets of \$655 million. Expertise spans sexual and reproductive health and rights (SRHR), behavior change communication (BCC), health communication, health promotion, rights-based programming, gender equality, social norms change, advocacy strategy, comprehensive sexuality education, capacity development, instructional design, blended learning, and monitoring and evaluation. Demonstrated commitment to ending gender-based violence, women's economic empowerment, and intersectional justice, from normative frameworks to operational delivery.

EXPERIENCE

Founder & CEO FUNKY BROWN CHICK, Inc. | Home-Based (Lisbon, Portugal) 2005 – Present

Social impact consultancy delivering strategic, data-driven, gender-transformative solutions to 100+ NGO, nonprofit, and corporate clients across climate justice, anti-racism, justice, equity, sexual and reproductive health and rights, immigration rights, civic engagement, and human rights.

- **Results-Based Strategy & Impact Frameworks.** Designed SDG-aligned impact mapping frameworks from scratch, connecting organizational work across 9 social impact areas to global Sustainable Development Goals, providing the evidence architecture for institutional strategy and donor accountability. Built data infrastructure for a California-based foundation, integrating disparate data sources into unified SQL systems with standardized reporting, data dictionaries, and SOPs across multi-state grantee initiatives, enabling disaggregated impact communication to donors. Trained clinical teams from 9 hospitals in high maternal mortality regions to design health equity plans and measure disaggregated outcomes by race, income, and geography, directly strengthening gender-responsive health systems.
- **Stakeholder Engagement & Multi-Stakeholder Facilitation.** Designed and delivered intersectional justice training programs to 75+ diverse stakeholder groups including corporate teams, NGO staff, executive leaders, young people, and national security professionals. Negotiated MOUs and partnership agreements between nonprofits, private sector brands, and academic institutions. Mobilized 750,000 people through strategic, data-driven civic engagement campaigns with direct policy impact.
- **Narrative Change & Communications for Gender Equality.** Delivered 10X+ returns on digital fundraising campaigns through data-driven strategy and narrative development for gender equality and SRHR clients. Disseminated 5-country polling data on reproductive health attitudes, translating complex findings into storytelling and media engagement strategies. Created theater for social change using arts-based methodologies to make complex justice data accessible and emotionally resonant to diverse audiences.

Director of Communications *Center for Health and Gender Equity* | Washington, D.C. 2017 – 2018

Led communications for a global organization advancing sexual and reproductive justice and gender equity worldwide, reporting directly to the CEO.

- Developed data-informed editorial strategies translating complex SRHR policy for diverse audiences including governments, multilateral institutions, and civil society
- Managed a communications team and drove institutional positioning on global gender equality and women's health normative frameworks
- Secured coverage in *The New York Times* and major national outlets, amplifying SRHR policy advocacy

Director, AndACTION Spitfire Strategies | Washington, D.C. 2016 – 2017

Directed narrative change and entertainment-education programs enabling nonprofits and foundations to leverage the entertainment industry for social impact, including gender-based violence prevention.

- Served as public panelist for *Roll Red Roll*, a documentary examining rape culture, GBV, and bystander accountability, bringing survivor-centered, gender-transformative analysis to public discourse
- Executed data-informed media campaigns translating complex social justice issues (including GBV, consent, and sexual violence) into accessible, actionable narratives for diverse audiences
- Enabled institutional clients to use documentary film and entertainment platforms as tools for normative change on gender equality issues

Senior Communications Specialist *Land O'Lakes* | Washington, D.C. 2013 – 2015

Led digital transformation strategy for the international development portfolio of a Fortune 500 agricultural cooperative, deploying ICT-based communications solutions while operating within an institutional framework explicitly committed to gender-responsive, inclusive development across Latin America, the Caribbean, and 22 additional countries worldwide.

- Managed strategic digital communications across 33 programs in 24 countries, including programs in Latin America and the Caribbean operating under USAID gender equality and women's empowerment frameworks
- Increased digital engagement impact by 110% through data-informed strategy, demonstrating measurable behavior change in target audiences
- Translated complex multi-country development programming into accessible institutional narratives for donors, governments, and civil society partners

Program Manager, Planned Parenthood | White Plains, New York 2011 – 2012

- Managed a \$450,000 New York State Department of Health grant reaching 30,000 young people annually across New York State, home to one of the world's largest and most diverse immigrant populations (major communities from: the Dominican Republic, China, Jamaica, Mexico, Guyana, Ecuador, Haiti, India, Trinidad and Tobago, and Russia among the top source countries), designing and delivering SRHR programming across communities defined by intersecting barriers of language, legal status, cultural stigma, and systemic exclusion.

- Managed 3 subcontractors covering \$3 million of programming
 - Analyzed quantitative and qualitative data to write donor reports tracking disaggregated outcomes across demographic groups, in compliance with results-based reporting standards
 - Served as agency spokesperson for advisory boards across New York State
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Freelance Technical Writer | *New York, NY*

2008 – 2010

Produced deadline-driven technical reports, articles, and business presentations for BBC Worldwide, the Lupus Foundation of America, Fast Company, and others.

Marketing & Communications Associate *Newsweek* | *New York, NY*

2006 – 2008

- Maintained international media contact database of 1,400+ relationships supporting global editorial distribution, across four regional international editions including the Atlantic edition serving Europe, the Middle East, and Africa, plus local-language editions
 - Assisted with booking 20+ political correspondents on national radio and television
 - Compiled and developed weekly press clippings report for international distribution
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Program Manager, Humanities Arts & Sciences *University of Chicago* | *Chicago, IL* 2002 – 2005

- Managed \$575,000 budget and led operations for Toronto International Film Festival educational travel program for adults, and managed Greek classics program for youth.
 - Created international press freedom journalism series attracting 700+ attendees, in partnership with Chicago Sister Cities International to connect American publics with European counterparts across ten European partner cities including Athens, Hamburg, Milan, Paris, Prague, and Warsaw.
 - Established strategic partnerships to generate institutional funds
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Marketing Coordinator *Florida State University* | *Tallahassee, FL*

2001 – 2002

- Planned and coordinated international education programs for 1,500+ American students across Africa, Asia, Central America, the Caribbean, and Europe
 - Increased international program enrollment by 105% through strategic outreach and communications
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Foreign Service Officer (Fellow) *American Embassy* | *The Hague, The Netherlands* Summer 2001

- Researched and analyzed Dutch healthcare, immigration, and governance policy for technical reports to Washington. The same policy landscape shapes the Dutch-speaking Caribbean UN Women MCO-Caribbean serves.
 - Ensured Dutch compliance with international entertainment law, saving US companies \$500,000
 - Obtained US security clearance
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THOUGHT LEADERSHIP & MEDIA

Published in: The Guardian · NBC News · Fast Company · Al Jazeera · Huffington Post · HEALTH Magazine · Salon · Mashable · and 25+ additional outlets

Featured in: The New York Times · The Washington Post · CNN · Cosmopolitan · Essence · Vox · and 50+ media outlets

“A gifted storyteller.” — The Washington Post

Speaking Engagements: Harvard University · Northwestern University · SXSW · American University · and others

EDUCATION

- **MBA Studies (coursework)** — New York University, Stern School of Business
- **Graduate Coursework (MS-level)** — Universiteit van Amsterdam, Amsterdam, Netherlands
- **M.S., Sociology** — Florida State University
- **B.S., Sociology** — Illinois State University

VOLUNTEERING

Truman National Security Project · Democrats Abroad · Amnesty International Film Festival · Tribeca Film Festival