



LITTLE OCTOPUS
LLC

AMIALYA (MIA) DURAIRAJ, MSc

Nutrition and Health Writing Consultant

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SUMMARY

I am a writing consultant that specializes in maternal, newborn, and child health (MNCH) and nutrition communications for development.

EXPERIENCE

Nutrition and Health Writing Consultant December 2017- Present

Little Octopus LLC

- Write highly researched content for a primarily non-profit clientele including PCI's Every Preemie--SCALE program, Food Tank, Sickweather, and Save the Children's Saving Newborn Lives Program

WIC Nutrition Communications Consultant (Contract) August 2017- December 2017

San Diego State University Research Foundation's Women, Infants, and Children (WIC) Program

- Designed a multi-channel communications campaign called [Stick With WIC](#) that endeavors to increase WIC retention for a state-funded research study

Communications and Documentation Specialist May 2016 – August 2017

Save the Children (The TOPS Program) – Washington, DC

- Created and edited nutrition, social and behavior change, and agricultural technical materials
- Co-led an agency-wide Knowledge Management Community of Practice
- Revamped the content on The TOPS Program website
- Co-taught and developed curriculum for an all-day Video Storytelling Workshops in Kampala, Uganda

Knowledge Management Specialist (Contract) January 2016 – May 2016

Senior Knowledge Management Coordinator (Contract) September 2015 – January 2016

Save the Children (Department of Global Health and Saving Newborn Lives program) – Washington, DC

- Designed and executed a communications plan for the [Healthy Newborn Network website](#) launch
- Produced the [Healthy Newborn Network video](#), including creating the concept design and script
- Collaborated with technical experts to revise neonatal web content and add key resources
- Developed an overview of Save the Children's global health activities
- Edited monthly knowledge management and advocacy e-newsletters

Community Health and Nutrition Graduate Intern February 2015 – May 2015

Arlington County Office of Community Health – Arlington, VA

- Revised county's Nutrition Operating Manual policy using evidence-based best practices
- Designed nutrition and physical activity lesson plans for children's afterschool programming
- Created and implemented a program implementation plan for a Healthy Corner Store pilot

Senior Knowledgebase Content Writer February 2012 – August 2014

UnitedHealth Group – Washington, DC

- Led year-long project to rewrite entirety of content in the pharmacy proposal knowledgebase, including regular tracking and progress reporting for senior leaders
- Designed and led webinar series on soft skills for content managers

Grant Writer February 2011 – February 2012

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AIDS Healthcare Foundation – Los Angeles, CA

- Wrote and edited foundation and government grant proposals, winning \$1.7+ million in one year
- Ghost-wrote donor appeal letter, prompting \$60,000+ in donations
- Initiated text donation campaign, raising \$5,000+ in two months

Senior Proposal Development Writer

August 2009 – January 2011

UnitedHealth Group – Los Angeles, CA

- Wrote department-wide policy and procedure documents

Business Information Writer/Information Consultant

August 2007 – August 2009

Aetna Inc. – Hartford, CT

- Edited an internal sales newsletter

Marketing and Development Assistant

May 2006 – August 2007

Marlboro College – Marlboro, VT

- Created copy for college publications and website

EDUCATION

Master of Science in Nutrition & Food Studies

George Mason University – Fairfax, VA

2015

- *Awarded:* The Provost’s Graduate Research Fellowship

Bachelor of Arts in Historical Musicology

Marlboro College – Marlboro, VT

2006

- *Recipient:* Agnes M. Lindsay Trust Scholarship
- *Winner:* Freshman/Sophomore Essay Prize

2005 – 2006

2003

JOURNAL PUBLICATIONS

- [Durairaj, A; Gewa, C.; Komwa, M. & Pawloski, L. \(Published, December 2017\). “Our Turn to Eat:” Shifting Gender Norms and Food Security in the Wakiso District of Uganda.](#) *The Journal of Hunger and Environmental Nutrition.*

CONFERENCE PUBLICATIONS

- [Durairaj, A; Gewa, C. \(September 18, 2015.\) ‘We Now Make Our Own Money and Decisions’: Gender Norms and Food Security in the Wakiso District of Uganda.](#) Paper presented during a themed session at the Fifth International Conference on Food Studies in Blacksburg, VA.

TECHNICAL SKILLS

- Microsoft Office Suite, MailChimp, SurveyMonkey, SharePoint, WordPress, Prezi, Facebook, and Twitter.

VOLUNTEER EXPERIENCE

- Co-Chair of Cardiac Family Advisory Council at the Rady Children’s Hospital Heart Institute
- Wellness Researcher for the San Diego County American Red Cross’s WIC Program
- Co-creator of the [Meals for McDowell Campaign](#), resulting in more than \$28,000 donated to the Five Loaves and Two Fishes Food Bank of Kimball, WV