

Sonji Wilkes

Experienced Advocacy Director with 25 years' experience in community outreach, communication, and program development. Excellent reputation for resolving problems in innovative manner. Personal mission is to empower, engage, and educate people to be their own best advocate in all facets of their lives through educational programming and resources.

Work History

August 2017 – current

Advocacy Director

Hemophilia Federation of America, Washington, DC

- Development and execution of the advocacy program and services
- Demonstrated innate ability to quickly process complicated policy concepts into the advocacy reply necessary to respond to urgent policy and advocacy needs
- Management and prioritizing of multiple projects
- Direct supervisor to 1 full-time employee
- Program development and implementation
- Collaborate with internal and external partners to develop messaging and educational content
- Public speaking and community outreach to patients
- Grant and informative writing through fostered relationships with funders to increase giving and provided grant proposals
- Implementation, development and delivery of educational content for a variety of ages and audiences
- Event planning
- Process development, reporting and evaluation

May 2016 – July 2017

Communication Manager

Hemophilia Federation of America, Washington, DC

- Managed, directed and served as final editorial authority on all organizational content
- Developed and implemented communication strategies and marketing plans, including the creation and development of digital and print media resources
- Drafted daily Facebook and Instagram posts and execute awareness campaigns
- Collected metrics, compiled and prepared analytics and reporting
- Served as media and communications liaison for media and press releases

January 2013 – May 2016

Programs Manager

Hemophilia Federation of America, Washington, DC

- Administered needs assessment and creation of new programmatic area
- Coordinated and disseminated information and educational components of the program
- Coordinated and managed project activities and timelines
- Promoted program and projects to all stakeholders
- Monitored and managed participant enrollment
- Communicated timelines and deliverables to internal and external partners
- Trained support staff/volunteers as needed
- Developed, maintained, and evaluated project plan

Education

2001

Bachelor of Arts, Behavioral Science

Certificate in Public Administration

Magna Cum Laude

Metropolitan State University of Denver