

SONIA MARSH

LLB, LLM



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PROFILE

I am an experienced legal & communications professional specialising in global environmental protection. My expertise includes:

- Managing local and international advocacy campaigns
- Preparing speeches for interventions at high-level UN events including UNHRC and UNFCCC, the IUCN Conservation Congress and the House of Lords
- Writing reports, articles and calls to action for publication in UK and international media
- Content Marketing / Brand Management & Social Media Campaign Management

EXPERIENCE

Bianca Jagger Human Rights Foundation, London – **Researcher and EA to the CEO** (Jan 2015 – Sep 2018)

I held a multidimensional role working closely with the Chief Executive. My achievements included:

- Researching and writing reports, policy papers, newsletters and compelling online content on topics spanning global environmental protection, sustainability and human rights.
- Managing internal and external communications; developing speaking points for the CEO for national and international meetings including UNFCCC, UNHRC, IUCN, UNEP and the House of Lords.
- Representing the charity at high-level meetings and conferences including the IUCN World Conservation Congress, USA (09/2016) and UNFCCC COP22, Morocco (11/2016).
- Organising logistics for fact-finding missions, conferences, campaigns, and philanthropy including the Arts for Human Rights Benefit Gala.
- Compiling the annual report for the Board of Trustees, and the Charity Commission of England and Wales, organising the AGM.
- Managing office administration including financial processing, preparing accounts, hiring staff and updating records for HMRC and the Charity Commission of England and Wales.
- Preparing key proposals to acquire funding from the European Commission, Goldman Environmental Prize and ECOSOC

WiWy Creative Digital Marketing, London – Legal & Content Manager (Jan 2017 – ongoing)

My Legal background and Content Marketing skillset have been combined to give a multidisciplinary role encompassing:

Content Marketing & Social Media Management

- Utilising my skills in content writing to help brands distinguish themselves through effective copy.
- Optimising website content for user retention & SEO. This involves strategically incorporating keywords into the content copy while retaining a strong user experience.
- Social Media Management and networking.

Legal

- Preparing contracts between the agency and prospective clients.
- Ensuring that legal pages such as privacy policies are kept up to date on client websites in line with the GDPR regulations starting in May 2018.
- Proofing content from a compliance perspective.

TEDxEducation, Finland - Project Manager

(Sep 2014 - Dec 2014)

- A TEDx event is an independently organised conference where live TED-like talks and videos are recorded and shared on the global TED platform.
- My role involved coordinating the project cycle, managing external communications with TED and sponsor partners, overseeing the budget and organising marketing activities.

UWCT Alumni Project Untouched World Charitable Trust, New Zealand – **Lead Researcher**

(Jan 2014 - Jun 2014)

The Untouched World Trust delivers ground breaking “Leadership for a Sustainable Future” programmes across New Zealand (recognised by the UN for its social, cultural and environmental efforts). I led a 6-month project review, which entailed:

- Designing and conducting a study to assess what impact exposure to sustainability education had on shaping the lives and career choices of 1,500 programme alumni up to a decade later.
- Completing qualitative and statistical assessment processes.
- Contributing to the impact assessment of a hydro-dam water management programme on-location in Twizel, New Zealand.

East Melbourne Dental Group, Melbourne, Australia – Administrator

(Nov 2013 - Jul 2014)

- Office administration, diary data entry, reporting & financial processing and liaison with patients, dental team, and business partners.
- Leading a review into the implementation of industry best practice guidelines.

EDUCATION

Master of Laws (LLM) in Global Environment and Climate Change Law

University of Edinburgh (2013)

Courses: Global Environmental Law, International & European Climate Change Law, Comparative Environmental Law (EU and US), Risk Society and Regulation
Thesis: Access to Justice under the UNECE Aarhus Convention

Bachelor of Laws (LLB) First Class

University of Stirling (2012)

Courses: Criminal Law, Public Law, Commercial Law, International Trade Law, Intellectual Property Law, Trusts and Succession, Tort, Employment Law, Environmental Law, Property Law, Competition Law, European Law, Family Law
Dissertation: International Trademark Law and Comparative Advertising: When is an advantage unfair? (Achieved 1st Class Grade)

International Baccalaureate Diploma

Jyväskylä Lyseon Lukio, Finland (2008)

Other Certificates:

Environmental Security and Sustaining Peace, SDG Academy (March – May 2018)

HONORARY

- **Edinburgh Law School** 2012, Tercentenary Award for Excellence
- **Stirling Law School** 2012, Douglas V. Vick Award for Best LLB Graduate
- **Trinity College Dublin** 2013, Invited Panelist, Intellectual Property Law, Annual Law Student Colloquium

LANGUAGES AND DIGITAL LITERACY

English (fluent), Finnish (fluent), Swedish (intermediary), French (intermediary), Spanish (basic)

Excellent knowledge of Windows and Mac operating systems, MS Office Suite, WordPress, legal databases LexisNexis & Westlaw, HMRC online, Charity Commission of England & Wales

References available upon request.