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# VICTORIA HEATH

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A researcher and communications professional with international experience uncovering stories and examining bold ideas across industries; and translating and mobilizing those ideas through a variety of multimedia and writing styles.

## KEY SKILLS

- Adobe Lightroom, Premiere Pro, Photoshop and InDesign
- Mailchimp, Engaging Networks
- Basic HTML
- AP and Chicago Manual of Style
- Google/social media analytics
- Knowledge translation
- Public speaking
- Photography and videography
- Wordpress, Squarespace
- Online education development
- Content production and editing

## EDUCATION

Master of Global Affairs (MGA), Global Institutions and Civil Society, University of Toronto | 2014-2016

Bachelor of Arts (Honors), History and Political Science, Virginia Tech | 2009-2013

## PROFESSIONAL EXPERIENCE

**Marketing and Communications Manager** | Masten Space Systems (Dec 2021 - Present)

- Develops communications strategies and positioning for Masten's key stakeholders, including prepping executive leadership and team members for press interviews, public presentations, and government relations work.
- Crafts compelling stories about Masten's space technologies that position it as an innovator and thought leader.
- Leads the social media and marketing strategy for Masten's first mission to the Moon in the fall of 2023.

**Founder** | Victoria Heath Communications (Sept 2018 - Present)

- Pairs creativity and academic curiosity to conduct research and create multimedia content on topics such as artificial intelligence (AI), women in international security, gender equality, and digital rights.
- Worked with 18+ clients, such as the Montreal AI Ethics Institute, Campaign to Stop Killer Robots, and Access Now.
- Served as the Program Manager for Moon Dialogs, helping build their 5-year strategy and leading "The Transmission," a communications initiative offering insights on growing lunar policy issues.

**Communications Manager** | Creative Commons (Aug 2019 - May 2021)

- Crafted and stewarded the communications strategy for Creative Commons' (CC) 20th Anniversary fundraising campaign and the 2021 CC Global Summit, which attracted over 2000 open access community members.
- Maintained CC's daily communication needs, including writing over 40 blog posts and a series on the importance of open access to information and medical devices during the COVID-19 pandemic.

**Digital Communications Officer** | Rotman School of Management, University of Toronto (Jan 2018 - August 2019)

- Produced knowledge translation and mobilization projects, including a "Meet a Fellow" video series that featured the research of the Institute for Gender and the Economy's (GATE) staff and postdoctoral fellows, as well developed a series of "explainers" on topics such as gender quotas, women in STEM, and bias.
- Developed GATE's first social media and communications strategy; which resulted in an average audience growth of 45% across all digital platforms.

## PRESENTATIONS & CONFERENCES

***Changing Course: Ensuring the Regional Diversity of AI Ethics Groups and Initiatives***

CC Global Summit 2020  
Virtual

***The uses and abuses of storytelling: From “let them eat cake” to deep fakes***

Digital Jové, May 2019  
Valencia, Spain

***Women and the Fourth Industrial Revolution: A case study of the UAE’s National AI Strategy***

Gulf Research Meeting, Workshop 2, July 2019  
Gulf Research Centre  
University of Cambridge

***How to not sound like an elitist: Using media to talk to non-academic audiences***

11th Annual Workshop, April 2018  
Women in International Security: Canada  
University of Alberta

***Sweden’s Feminist Foreign Policy in Saudi Arabia: A case study***

9th Annual Workshop, June 2016  
Women in International Security: Canada  
Mount Saint Vincent University

***Inclusivity toolkit: Building resilience to violent extremism***

Foreign Policy Research Symposium, March 2016  
Global Affairs Canada, Ottawa

## PUBLICATIONS

***Women and the Fourth Industrial Revolution: An Examination of the UAE’s National AI Strategy***

Artificial Intelligence in the Gulf, 2021  
Azar, Elie; Haddad, Anthony N. (eds): Palgrave MacMillan

***AI Ethics Groups are Repeating One of Society’s Classic Mistakes***

MIT Tech Review, 2020  
Co-author: Gupta, Abhishek

***Canada’s Advisory Council on AI Lacks Diversity***

Toronto Star, 2019  
Co-authors: Molnar, Petra; Poetranto, Irene P.

***Feminist or not? Canada’s challenges as it races to become a leader in Artificial Intelligence***

Global Information Society Watch, 2019  
Co-authors: Molnar, Petra; Poetranto, Irene P.

***Defence Gaps in the GCC: A Case Study of Saudi Arabia and the Royal Saudi Air Force***

The Arms Trade, Military Services and the Security Market in the Gulf States: Trends and Implications, 2016  
Des Roches, David B.; Thafer, Dania (eds): Gerlach Press

***Right to Drive: A woman’s struggle***

Virginia Tech Undergraduate Historical Review, Vol. 3, Spring 2013  
Virginia Tech University

## MULTIMEDIA PROJECTS

***Space Generation Congress: The Future of Space***

Photo Essay, November 2021  
Supported by the Space Generation Advisory Council

***Here’s why NATO (still) matters #WeAreNATO***

Documentary short, March 2019  
Women in International Security: Canada and supported by the North Atlantic Treaty Organization (NATO)

***My Space: How to combat gender-based violence in everyday spaces***

Documentary short, Nov 2017  
Women in International Security: Canada

***How government surveillance leads to self-censorship and ‘The Chilling Effect’***

Video explainer, March 2017  
Politics Means Politics Magazine

## ORGANIZATIONS AND MEMBERSHIPS

Member, Phi Beta Kappa; Senior Research Fellow, NATO Association of Canada; Member, Space Generation Advisory Council; Global Advisor, Womenpreneur Initiative