

# ANTONIA BOORMAN

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## Education

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### Queen's University Belfast

*Masters of Laws (LLM) in Human Rights Law with Commendation*

Graduated  
Dec 2021

- Dissertation on voter eligibility in a United Ireland referendum using political philosophy, international human rights law and contextual analysis as a precedent. Awarded a Distinction for this thesis.

### Minerva University

*BSc in Social Science • Double Major in Political Science & Cognition, Brain, and Behaviour • 3.5 GPA*

Graduated  
May 2020

- Minerva University offers an innovative undergraduate program that combines four years of world travel (to San Francisco, Seoul, Hyderabad, Berlin, Buenos Aires, London, and Taipei), and an international student body from over 60 countries, with rigorous, interdisciplinary study. Acceptance rate of 1.9%. Significant experience in academic research of social, political and legal approaches towards Human Trafficking, Sex Work, and Refugee, Asylum Seeker & Migrant Rights.

## Experience

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### Marketing and Campaigns Specialist

*Hope For Justice and Slave-Free Alliance*

UK,  
Aug 2022 -  
Present

- Manages the creation and implementation of marketing campaigns throughout the year for various audiences and through multiple mediums. Experience in project management, digital & print marketing, social media management, consulting, graphic design, planning & execution, campaign creation and implementation.

### Regional Outreach Manager for Western Europe

*Minerva University*

Remote,  
June 2017 -  
July 2022

- Responsible for marketing and outreach coverage for Minerva University in Western Europe. Promoted from Intern to Associate to Manager of the entire region within 3 years. Experience in event planning and organising marketing tours in Western Europe, media and content creation for marketing purposes, data collection and processing of contact databases across Western Europe, managing and training interns.

### Outreach and Campaigns Coordinator

*The3million*

Remote,  
Jan-June  
2021

- Working on a campaign to mobilise young EU voters in the 2021 local elections, supporting the3million's mission to promote EU citizens' political rights. Operated a mixture of local grassroots approach marketing and ran a digital social media campaign. Experience in event planning, content creation, campaign management, working with and mobilising volunteers in the Young Europeans Network, outreach and PR, social media marketing, data collection for monitoring and evaluation purposes, and creation of contact databases.

## Legal Researcher

*Northern Ireland Legislation Public Consultation, Queen's University Belfast*

N. Ireland,  
Nov 2020  
– Jan 2021

- Selected as a researcher & consultant by Queen's University Belfast for two separate public consultation projects: the Modern Slavery Act Public Consultation and the Consent to GBH Public Consultation. Working within a team to write a policy reform proposal that will be given to the Northern Irish government to influence legislative reform in January 2021.
- **Modern Slavery:** Working on the Definitions and Context team to examine the legal definitions of modern slavery that exist and identify how COVID-19 has exasperated the issue. Examining the “pursue, protect and prevent” model to eradicate modern slavery in Northern Ireland.
- **Consent to Grievous Bodily Harm as a Defence:** Working on determining whether consent to GBH can be used as a legal defence in Northern Ireland. Researching and examining alternative legal approaches to lower femicide rates while respecting the right to private and family life.

## Policy Impact Researcher

*Department of Justice and Gender, City Government of Buenos Aires*

Argentina,  
Jan-Apr  
2019

- Conducted research and evaluated governmental programming focused on Ending Gender-Based Violence within the city's slum "Barrio 31" including; comparative analysis of slums country-wide and globally, legal research on gender and child protection rights, a statistical investigation into the number of cases of violence in CABA, and comparative research analysis of child abuse reporting protocols with protocols in other countries.
- Compiled findings into a written public policy proposal detailing prevention and protection policy recommendations presented to the City Government of Buenos Aires. This was used to influence legislation and policy reform.

## Fundraiser, Site Representative

*Dialogue Direct*

USA,  
Jun-Aug  
2019

- Worked as a face-to-face street fundraiser. Signed up over 70 donors in 10 weeks to sponsor children and/or animals equating to over \$3500 immediately raised and over \$56,000 intend raised independently for Save the Children, ChildFund International and the International Fund for Animal Welfare.
- Promoted to Site Representative within the first 4 weeks of the internship. Gained experience in leading and training my own team, attended travel trips to other country offices to help train other colleagues, and shifted my focus from personal to team success.

## Event Planner

*VOICE4Girls*

India,  
Jan-Apr  
2018

- VOICE4girls reduces social inequality surrounding gender by training adolescent girls from rural India to take control of their own lives through access to education and critical skill-building in activity-based summer camps.
- Responsible for event planning for International Women's day, data analysis of program effectiveness, and content creation via interviews of participating girls for media generation.

## Head of Social Media Marketing

*TeaPlays*

China,  
Jun-Aug  
2017

- Tea Plays company is a FairTrade for-profit tea company which ensured better living standards for previously exploited tea farmers in China. Moved to China alone at 19 years old. Ran the entire marketing department & increased social media awareness of the brand by 2033% in 2 weeks using a variety of self-created marketing strategies. Worked with Instagram, Twitter, Snapchat and Facebook.

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References available upon request

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