

Ganesh Prasad Acharya

Communications and Multimedia Professional | Researcher

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Profile Summary

A professional in formulating and implementing communications plans and strategies for public, private, or community agencies' business and social needs through various conventional and digital interventions. An expert on stakeholder engagement and the production of several knowledge materials. An aspiring researcher in the field of communications relations between government and citizens.

Work Experience

March 2024 – till date:

Human-Generative AI Communications Evaluator (Contract)

OUTLIER AI (<https://outlier.ai/>)

Key Accomplishment:

- Improved **500+** human-AI communication instances by leveraging Reinforcement Learning Human Feedback (RLHF) to evaluate and refine responses generated by various AI models, resulting in more human-like and accurate communication outputs.

Sept 2023 – till date:

Program Producer - Nepali (Contract)

SBS AUSTRALIA, MELBOURNE (www.sbs.com.au/language/nepali/en)

Key Accomplishment:

- Significantly amplified the organization's presence across website and social media in Australia and globally through audio, video, and digital content production and dissemination, aligning with the SBS Charter.

Jul 2022 – till date:

Affiliate Researcher (Volunteer)

INTERNATIONAL DIGITAL POLICY LAB, MELBOURNE (www.digitalpolicylab.com)

Key Accomplishment:

- Supported research initiatives focusing on digital communications in the public sector, delving into the effective utilization of technologies within government contexts.

Nov 2021 - Feb 2022:

Knowledge Management Consultant

UNICEF COUNTRY OFFICE, NEPAL (www.unicef.org/nepal)

Key Accomplishments:

- Produced 10+ knowledge products and presentations with appealing layouts and design components, increasing stakeholder engagement in WASH.
- Developed a strategic digital and social media plan, significantly advancing WASH sector practices.

Sept 2014 - Oct 2021:

Communications and Multimedia Specialist

GOVERNMENT OF NEPAL, INVESTMENT BOARD NEPAL (www.ibn.gov.np)

Contracted through, AIIN; an IMC worldwide project (Jan 2016 – Nov 2021) and CIG, an Adam Smith International project (Sept 2014 – Dec 2015) under FCDO fund

Key Accomplishments:

- Developed strategic communications and multimedia plan, stakeholder engagement plan, knowledge management plan, and investment promotion strategy for Investment Board Nepal, resulting the engagement of more than 50,000 local to federal stakeholders of 10 foreign direct investment (FDI) projects.

- Spearheaded the institutionalization of a multimedia and social media team within the Investment Board Nepal, resulting in a significant increase in awareness of Nepal's 5 billion USD investment opportunities in hydropower and infrastructure projects.
- Developed communications, branding, and style guidelines for the Nepal Investment Summit, along with communication frameworks, fostering consistent messaging and stakeholder engagement for attracting foreign investment.
- Implemented projects of around 500,000USD for Financial Awareness Training, research, and investment promotion collaborations with Deloitte, World Bank, and JICA Nepal as a focal person.

Feb 2010 - Aug 2014:

Program and Multimedia Producer

ANTENNA FOUNDATION NEPAL, KATHMANDU (www.afn.org.np)

Key Accomplishments:

- Produced 500+ audio/video stories and programs to raise awareness and understanding of governance and development issues in Nepal.
- Contributed significantly to 150+ local radio/TV programs, managing branding and social media presence to amplify reach and engagement with governance and development content by more than 50%.

Education

2018:

Masters in arts (Mass Communications and Journalism)

PURBANCHAL UNIVERSITY, NEPAL

2014:

Bachelors in arts (Mass Communications and Journalism)

PURBANCHAL UNIVERSITY, NEPAL

Core Competencies

- Content, Graphic and Multimedia Production
- Multimedia and Communication Strategy/Plan
- Graphic Design and Digital Media Expertise
- Stakeholder Engagement and Management
- Communication Support
- Program and Project Management
- Leadership and Collaboration
- Research and Analysis

Computer/Technical Skills

- **Office Packages:** Microsoft Office (Word, Excel, PowerPoint, Outlook, OneNote), WPS Office, Google Workspace
- **Operating System:** Microsoft Windows, iOS, Android, Chrome
- **Multimedia Production:** Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Audition, Premier, Lightroom)
- **Project Management:** MS Project, ClickUp, Asana
- **Data Visualization:** Tableau, Power BI
- **UI:** Adobe XD, Figma

References

Available on request