

Hayley Rivier-Gatt

Co-founder, Creative Director of
Anti-Heroine Media

Twitter: @hayleyrivier

About Hayley

Hayley is a Toronto-based feminist communications strategist, podcast producer, and designer. Inspired by stories that disrupt existing narratives with empathy and specificity, Hayley applies an intersectional lens to everything she makes. Complemented by her Bachelor's and Master's degrees in Film Studies from Carleton University, she believes that meaningful representation is critical to systemic change.

With years of experience in the nonprofit sector, in 2020 she co-founded [Anti-Heroine Media](#), a creative communications studio that foregrounds storytelling for social change. Bridging feminism and design Anti-Heroine Media applies an intersectional lens to all of its work, centering accessibility and inclusion to reduce barriers for those who are so often overlooked. Since its inception, the firm has worked with a number of social good organizations including the Canadian Federation of Students, Oxfam Canada, the Enchanté Network, the Donor Committee for Enterprise Development, and Global Affairs Canada.

Prior to Anti-Heroine Media, Hayley worked in the nonprofit space to build feminist campaigns, design lucrative media, write creative copy, draft targeted strategies, facilitate engaging workshops and produce the successful podcast series "When Feminists Rule the World", hosted by renowned comedian Martha Chaves. The podcast speaks to global feminist changemakers about the future they are creating, dissecting a variety of topics from the climate crisis to the #MeToo movement. The series consistently ranked in the top 250 culture and society podcasts on Apple Podcasts Canada and was featured in a number of digital media pieces on feminist podcasting.

Outside of work, Hayley splits her time between watching horror movies, thrifting jeans and trying to find creative new ways to use her sourdough discard.



Expertise

- Intersectional feminist business models
- Feminist work culture and care
- Strategic digital communications for social good organizations
- Art and storytelling for social justice
- Building engaging progressive campaigns
- Meaningful representation in media
- Intersectional feminist analysis of Film/TV

Book Hayley

Hayley is available for keynote speeches, workshops and panels.



wisdom2action.org/bookhayley

Speakers
Bureau

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Past Speaking Engagements

- February 9, 2023: Social Media for Social Change:
A Conversation with Anti-Heroine Media
 - <https://www.instagram.com/p/Coc0lj4Jdpp>
- May 14, 2021: Alongside co-founder of Anti-Heroine Media, Ashna Ali, was a guest-speaker for a graduate level gender based analysis course at the University of Ottawa, discussing Anti-Heroine Media's approach to feminist communications and storytelling.
- April 2, 2020: Spoke about feminist podcasting for the panel "So You Want to Start a Podcast" alongside Erica Ifill of the Bad + Bitchy podcast and JP Davidson of Pop Up Podcasting, hosted by Ottawa-based media firm, Media Style.
- April 4 2019: Gave the opening remarks at a screening for the documentary On Her Shoulders about Nobel Peace Prize winner and activist Nadia Murad.
- 2017 - 2020: Planned and hosted training sessions on digital media and activism for Nobel Women's Initiative's Sister-to-Sister leadership program.
- 2013 - 2016: Three years as a facilitator and team leader for the Enriched Support Program at Carleton University.

