

# Laura Impellizzeri

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## Communications Leadership

### **Director of Communications, Career Ladders Project**

Oakland — September 2018 to May 2020

- Led external communications for nonprofit promoting equity-minded community college redesign.
- Wrote and edited blog, wrote and edited research papers and reports; developed social media strategy; managed and revamped website, wrote and managed content; wrote and managed collateral, branding; launched, wrote, and produced newsletter. Facilitated meetings. Hired and managed a team of vendors. Collaborated with college faculty, staff and leaders on reports and events.

### **Director of Communications, Legal Aid at Work**

San Francisco — September 2015 to January 2018

- Led external communications for workers' rights and employment law nonprofit.
- Wrote blog, press releases, media pitches, op-eds. Led rebranding and name change, led design and launch of three-language, ADA-compliant website. Hired and managed interns and vendors. Developed and executed social media strategy and managed Twitter chats in collaboration with sister organizations.

## Journalism

### **Freelance journalist, editor, technical writer, web manager**

California, Massachusetts, New Jersey, New York — 1992 to present

Publications have included *Boston Globe*, *Los Angeles Times*, *San Francisco Business Times*, WBUR, and KQED.

- Features writer, investigative project leader, *San Francisco Public Press*
- News Editor, Bay City News wire service, Oakland
- Academic editor, grad student PhD theses and a UC professor's book

Additional projects: writing and editing white papers, strategic plans, presentations, graphics, web content, and proposals; creating websites.

### **News Editor and roundtable leader, California Lawyer**

San Francisco — May 2013 to September 2015 (magazine closed 2015)

- Managed news section and columns; wrote and edited major features.
- Conducted monthly roundtable. Surveyed state's largest law firms each year.
- Won state and national awards.

### **Producer (founding staff member), Circa**

San Francisco — August 2012 to August 2013 (a news app, closed in 2014)

- Produced and continually updated breaking and evolving stories.
- Included multiple perspectives and multimedia, cross-referenced events and tagged content so readers saw only the most concise and freshest information.

**Newsperson and business news team leader, Associated Press**  
New York and San Francisco — August 2007 to July 2012

- Led and co-led teams covering technology businesses, then media, entertainment, and travel businesses, then food, beverage, and retail.
- Edited breaking technology and science news and features.
- Moved 20-plus stories per day from writers around the world (editing, copy editing, monitoring updates). Managed and edited weekly consumer column.

**Assistant Metro Editor, demographics, San Francisco Chronicle**  
San Francisco — April 2005 to June 2007

- Planned and assigned weekend coverage; served as metro editor on Sundays.
- Led team of eight reporters covering race, immigration, religion, aging, parenting, and LGBT affairs.
- Led numerous prize-winning projects.

**Assistant Metro Editor, Knight Ridder/Contra Costa Times**  
Walnut Creek, California — August 2002 to April 2005

- Planned and managed weekend coverage and staffing.
- Led a team covering education, courts, and demographics. Led prize-winning investigative reporting, including a project on school segregation and inequity.

Teaching

**Lecturer, College of Communication, Boston University**  
Boston, Massachusetts — 1994 to 1997 (seven semesters)

- Taught core required course for communication majors.
- Taught graduate magazine writing course.

Volunteering,  
Community  
Engagement

- President, Oakland Tech High School PTSA, 2017 to 2018:
  - Public speaking and advocacy on equity, inclusion
  - Led communications, increased donations sixfold
  - Built and funded new math tutoring program; general volunteer
- Judge, Society of Professional Journalists awards, 2016 to present
- Co-founder, ONIT (Oakland Neighbors Inspiring Trust): offers fellowship and antiracism workshops, 2014
- Director and journalism teacher, Beach Elementary School after-school program, Piedmont, California, 2001 to 2003

Skills

- WordPress, SEO, Slack, Asana, Salesforce, Trello, Photoshop, Microsoft Office, Teams; full Google suite, Canva, Infogram, DataWrapper, MailChimp.
- Data visualization (certificate, Berkeley Advanced Media Institute,
- Spanish and French (proficient/fluent), Russian (limited)

Education

**University of California, Berkeley**

Master of Journalism (concentration in business journalism)  
Bachelor of Arts in history (minor in Russian language and literature)