

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

- News Editor, Bay City News wire service, Oakland, part time (current)
- Features writer, *San Francisco Public Press* (current). Publications have included *Boston Globe*, *Los Angeles Times*, *Boston Business Journal*, *San Francisco Business Times*, WBUR, and KQED.
- Academic book editor, various projects (current)
- Additional projects, mainly for nonprofits: creating websites and writing content; writing an organization's strategic plan, white papers, presentations, graphics,, and writing and editing proposals in response to RFPs.

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 (app closed 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.
- 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 math tutoring program, general volunteer
- Judge, Society of Professional Journalists awards, 2016 to 2019
- 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, Slack, Asana, Salesforce, Trello, Photoshop, Microsoft Office, Teams; full Google suite, Canva, Infogram, DataWrapper, MailChimp.
- Data visualization (certificate, Berkeley Advanced Media Institute), online Spanish and French (speak and read), Russian (now limited)

Education

University of California, Berkeley

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