

LAURA GONZALEZ

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www.linkedin.com/in/lauramariagonzalez

SUMMARY

Strategic leader with expertise in nonprofit management, economic development, and communications. Skilled in program development, partnership building, and inclusive initiatives. Experienced in academia, journalism, and entrepreneurship, with a passion for storytelling and community impact. Adept at managing teams, budgets, and large-scale projects to drive equity and innovation.

PROFESSIONAL EXPERIENCE

Adjunct Professor, Annenberg School for Communication at USC

Aug 2019 - Present

- Design curricula and teach the following classes at USC's Annenberg School for Communications and Journalism: Social Media Storytelling for Latinx Audiences, Engaging Diverse Communities and Multichannel Strategy and Content Creation
- Coach undergraduate and graduate students to effectively create and execute story features and news series for Annenberg's Media Center Verticals
- Conduct workshops for students on visual journalism, social media content and audience engagement

Lead Digital Editor, NPR's Next Gen Radio Project

Mar 2022 - Present

- Develop digital editors workflow and lead the digital team that guides reporters through this week-long, audio-focused digital journalism training project
- Lead reporters in the process of conceptualizing their story as a fully unified audio, written, and visual presentation for the web, and liaise with other editors for continuity throughout production
- Design and build web pages for each project

Sr. Program Manager, Los Angeles Cleantech Incubator (LACI)

Oct 2021 - Feb 2025

- Managed LACI's startup and small business programs and all supporting initiatives
- Developed partnership structure and processes, plan the strategies and actions needed, oversaw day-to-day implementation and evaluation, and managed budget expenditures
- Oversaw large federal, state and local grant reporting, invoicing, contract amendments, and cross-departmental project management
- Launched Diversity, Equity & Inclusion initiatives focused on bringing in more women, people of color, and other historically excluded groups into the cleantech sector and overall tech industry

Content Reviewer and Monitor, U.S. Agency for Global Media

Sept 2019 - Jan 2020

- Reviewed programming for the Office of Cuba Broadcasting (OCB) to ensure that news and information reports were consistent with USAGM's high standards of journalism
 - Reviewed OCB's social media channels and advised on improvements for audience engagement and journalism standards
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OTHER PROFESSIONAL EXPERIENCE

- **Sidewalk Vending Pilot Program Manager**, Inclusive Action for the City Aug 2020 - Oct 2021
- **Program Director**, Las Fotos Project May 2013 - Dec 2017
- **Co-Chair, Prevention Group**, Building Healthy Communities Sept 2015 - Dec 2016
- **Multimedia Producer**, La Opinión Jun 2012 - May 2013
- **Multimedia Producer**, Imperial Valley Press Jul 2011 - Jun 2012

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EDUCATION

Associate of Arts in Italian Pasadena City College	December 2022
Master of Science in Social Entrepreneurship University of Southern California, Marshall School of Business	May 2021
Nonprofit Management Certificate Center for Nonprofit Management	December 2016
Bachelor of Arts in in Multimedia Production with a minor in Journalism California State University, Northridge	December 2011
Associate of Arts in English College of the Canyons	May 2009

SKILLS

Leadership	Fundraising	Self-driven
Partnership Building	Budgeting	Reliable
Staff Management	Multimedia + Photography	Autonomous
Program Management	Media Relations + Strategy	Creative
Curriculum Design	Designing Marketing Campaigns	Enthusiastic

LANGUAGES

Spanish
Italian

SPECIAL TRAININGS & AFFILIATIONS

HOPE Regional Leadership Institute, Hispanas Organized for Political Equality
CORO Women in Leadership Program, CORO Southern California
Member of the Climate Advisory Group, New Venture Resources at Venture Catalyst, UC, Davis
ACTIVATE Cultural Policy Fellowship, Arts for LA
Chips Quinn Scholars Program, Newseum Institute
Multimedia Scholars Program, Newseum Institute
The New York Times Student Institute, The New York Times