

LEILA HARMON

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LinkedIn: <https://linkedin.com/in/leilaharmon>

Skills: Video and audio editing, Creative writing, Project management, Google Drive, MS Office, Adobe systems, Enterprise content management, Nondisclosure agreements, New business development and retention, Editorial design and newsroom management, Nonprofit fundraising, Event planning, Marketing campaigns

Experience:

Director of Coalitions and Partnerships | *Organizing for Action, San Francisco, CA*

July 2017-Present

- Lead new and existing membership for the San Francisco chapter of Organizing for Action—a 501 c4 nonprofit social justice group with more than 250 chapters across the U.S.
- Develop foundational B2B and B2C relationships with city government officials, small businesses, and high-profile progressive organizations
- Create and execute seamless event, design, and marketing campaigns that raise awareness about various social justice issues
- Project manager, moderator, digital media creator, and marketing campaign lead

Producer/Writer | *KTVU FOX 2 News, Oakland, CA*

September 2015-March 2017

- Managed, created, and oversaw a six-hour morning newscast and three-hour weekend program
- Provided optimal visual and interface designs for broadcast and digital content management systems for an average of 250,000 unique viewers per hour
- Key decision-maker, licensing manager, and producer of remote and in-studio guest segments covering nine Bay Area counties
- Led, created, and tracked website and social media content on ktvu.com and on KTVU's mobile news and weather applications

Producer | *KRON 4 News, San Francisco, CA*

October 2007-August 2015

- Managed, created, and edited video/audio/graphics content for a six-hour weekday and 3-hour weekend morning newscasts
 - Managed 20-person newsroom team to ensure excellent delivery of breaking, developing, and continuing coverage while under tight deadlines
 - Executive decision maker in charge of production team, digital content creation, guest booking, new hire training, and user research planning
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Education:

Michigan State University, Bachelor of Arts in Journalism

Awards and Recognition:

Emmy award-winner: Special coverage on the death of President Gerald Ford

Certification: Organizing for Action Community Engagement Fellowship Program