

COMMUNICATIONS & MEDIA IMPACT REPORT

Role: Communications Deputy | Organization: City of Los Angeles - Council Office



SOCIAL MEDIA PERFORMANCE

As solo communications lead, in 2024:

- Instagram reach ↑ 32%
- Content interactions doubled vs. 2023
- 24% follower growth
- 100% organic engagement (no paid promotion)

Currently collaborating with a growing team to expand reach and diversify content.



EMAIL & OUTREACH

- Sent weekly newsletters to 11,000+ subscribers (Constant Contact)
- Ran targeted campaigns to 100,000+ external contacts (Indigov)
- Helped coordinate large-scale text outreach for public events



DESIGN & CREATIVE OUTPUT

- Designed 60+ social media graphics, 30+ flyers, and 10+ banners.
- Managed and executed a weekly content calendar
- Created layout and visuals for a 20-page End-of-Year Report (20+ hours of production)
- Captured live event content: reels, photos, video recaps
- Edited video using CapCut (previously used Adobe Premiere)



FIELD & PRESS COVERAGE

- Produced multimedia coverage of press conferences and community events for use across social media, newsletters, and reports.
- Showcased city services in action — from outreach events to infrastructure upgrades
- Directed media inquiries and
- Partnered with field, planning, and policy teams to identify and document key moments



DIGITAL ORGANIZATION

- Reorganized the team's Google Drive to improve access and workflow
- Built an Events Catalog with searchable folders and linked files
- Recorded how-to videos for staff on printing, formatting, camera use, and submitting content