

# Laura Kat Collins

Cultural and Communications Strategy for Social Change





## STRENGTHS

Project Management  
Collaboration  
Storytelling  
Videography  
Photography  
Front End Web Design  
Graphic Design  
Narrative Strategies  
Program Design  
Program Implementation  
Creativity  
Relationship Building  
Entrepreneurial Spirit

## TOOLS

MailChimp  
Canva  
Slack  
Asana  
Monday.com  
Airtable  
Squarespace  
Photoshop  
InDesign  
Final Cut Pro  
iMovie  
CapCut  
G Suite

## CONTACT

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## EDUCATION

Indiana University, B.A.  
Communications

## AFFILIATIONS

### Culture Changers

An invitation-only network of artists, creative change-makers, and organizers collaborating on progressive cultural strategies and initiatives..

### RadComms

A global network of communicators fostering collaboration and knowledge exchange across diverse social justice movements.

## PROFESSIONAL EXPERIENCE

### Family Values At Work, Remote

Cultural Strategies Manager, January 2023 - Present

- Empowered a diverse cohort of 12 grassroots leaders nationwide through a year-long narrative change program I designed, enhancing their advocacy skills and capacity to drive cultural shifts within their communities.
- Conceptualized a compelling narrative change fellowship framework, securing a two-million-dollar grant to bolster narrative change capacity and infrastructure within our grassroots network.
- Led the recruitment, onboarding, and management of a multidisciplinary creative team for a high-profile national storytelling event in Washington D.C., maximizing their diverse expertise to amplify impact and reach.

State Lead Organizer, January 2022 - January 2023

- Mobilized community-based organizations in five states through tailored technical assistance, prioritizing racial equity and dismantling systemic oppression in their programs and advocacy.
- Assessed and optimized resource allocation by evaluating work plans from network organizations, providing strategic recommendations for regranteeing to maximize impact and align with organizational goals.

### Virginia Campaign for a Family Friendly Economy, Virginia

Northern Virginia Community Organizer, January 2021 - December 2021

- Applied a multi-faceted approach to social media management, overseeing content creation, calendar planning, platform engagement, and timely community interaction.
- Developed engaging monthly storybook campaigns with accompanying digital strategies, leveraging social media toolkits and strategic partnerships to maximize community impact and reach.
- Forged strategic partnerships with ten diverse community organizations in Virginia, building trust and consensus to unite in advocating for successful family-friendly policy initiatives.
- Catalyzed Virginians to advocate for paid leave by collecting and sharing personal stories through one-on-one interviews, amplifying the need for universal paid family and medical leave policy.

### Congressional Progressive Caucus Center, Washington, D.C.

Digital Outreach Manager, May 2019 - December 2020

- Led branding and visual design for the Progressive Strategy Summit, a cornerstone event for the progressive movement, collaborating with key stakeholders to develop an in-depth promotional campaign and toolkit for digital channels.
- Directed a new social media strategy, establishing a relaunched voice for the Center that was approachable and informal, while developing editorial calendars, crafting engaging content, managing all platforms, and providing real-time monitoring and community engagement.
- Designed, relaunched, and managed the Center's website to align with the new brand voice and enhance user experience.
- Assisted with the development of the Progressive Playbook, a centralized online platform offering best-in-class messaging and communications tools, empowering movement partners to amplify their reach and impact.
- Developed and disseminated strategic social media toolkits to movement partners, equipping them with impactful messaging to amplify advocacy efforts around key progressive issues and legislative proposals.
- Spearheaded the transformation of technical legislative reports into user-friendly resources, overseeing branding, layout, and digital distribution to maximize public understanding and engagement.

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## CIVIC ENGAGEMENT

### Town of Cary, NC

Greenway Committee  
January 2024 - Present

- Advise the Transportation & Facilities Department on equitable greenway development, policy, and events.
- Engage the public at events as a Committee ambassador, promoting the greenway and gathering feedback.

### City of Morrisville, NC

Volleyball Coach,  
August 2023 - Present

- Foster team camaraderie and healthy competition.
- Maintain open dialogue with parents on schedules, updates, and player progress.
- Mentor players, offering guidance, celebrating successes, and providing constructive feedback.

## 4 FUN FACTS

Shared a selfie moment with Reps. Omar, Tlaib, Pressley, Haaland, & Jayapal.

First-generation college graduate on both sides of my family.

Three of my handmade bags showcased at Epcot Center's Vision House for three years.

Dedicated to empowering local communities through arts and culture to forge a shared identity and create lasting positive change.

### Office of the Mayor, City of Bloomington, IN

Digital Communications Specialist, July 2017 - May 2019

- Developed and launched the City's inaugural Social Media Guide, a comprehensive resource for staff, and led trainings to empower employees with best practices for effective digital communication and engagement.
- Produced a compelling video series showcasing the success stories of local entrepreneurs, reframing Bloomington's image from a "sleepy college town" to a vibrant hub for small business innovation and growth.
- Initiated and implemented a thorough social media strategy to help modernize the voice of the City, including content creation, calendar management, platform optimization, and real-time community engagement.
- Served as the Mayor's Office representative on a cross-departmental bicentennial planning committee, collaborating with diverse stakeholders to develop and implement community events that attracted thousands of participants and generated positive media coverage.

### Residential Programs & Services, Indiana University, Bloomington, IN

Social Media Specialist, October 2015 - July 2017

- Developed and mentored a team of student social media ambassadors, equipping them with skills in content creation, storytelling, and community management to effectively share their unique perspectives.
- Strategically planned, scheduled, and maintained a social media calendar, effectively communicating complex, technical, and potentially controversial information to diverse audiences.
- Demonstrated strong communication and interpersonal skills by engaging with diverse audiences on social media, diffusing potential conflicts, and maintaining a positive brand voice.

### Pansy Maiden Cruelty-Free Bags, Medford, MA

Founder/Designer/Maker, January 2008 - October 2015

- Founded and managed a thriving handmade business for seven consecutive years, cultivating a loyal following and achieving year-over-year profit growth.
- Built a vibrant online community through compelling website content, organic social media campaigns, engaging newsletters, and authentic audience interactions to expand brand awareness and reach.
- Designed and orchestrated visually engaging branded materials (digital and print) utilizing a diverse toolkit including Photoshop, InDesign, and Canva, ensuring a cohesive and impactful brand identity.
- Utilized Google Analytics to inform data-driven decision-making for website marketing initiatives, identifying trends, optimizing strategies, and maximizing ROI on a weekly basis.

## FREELANCE EXPERIENCE

### Liz Watson for Indiana Campaign, Ninth Congressional District, IN

Digital Content Producer, July 2017 - November 2018

- Spearheaded the creation, launch, and management of the Liz for Indiana website and multi-platform social media presence (Facebook Page, volunteer group, Twitter, Instagram), establishing a robust online campaign infrastructure.
- Fostered a thriving online community as the Facebook volunteer group administrator, actively engaging members, building trust, and cultivating camaraderie among supporters.
- Designed compelling visual assets for digital advertising campaigns totaling over \$200K, maximizing reach and engagement across various platforms.
- Contributed to social media management, capturing and disseminating video content at high-profile events such as Vote! with Bernie Sanders, expanding the campaign's visibility and impact.