

Laura Patch

Digital Marketing & User Experience

ABOUT

As a communications specialist, Laura focuses on digital media in nonprofits and government. She engages in the entire communications process by putting the users and their needs first. At every step, she questions how decisions will affect audiences. She strongly believes there is always more to learn, especially to stay effective in the fast changing media environment.

EXPERIENCE

Digital Marketing Manager

AnitaB.org (Formerly Anita Borg Institute) | *June 2016 – present*

- Launched the digital touch points of a new brand, including updating information architecture, updating CSS across 4 sites, and improving mobile experience
- Provided design support for event collateral, signs, and SWAG for GHC 16 and GHC 17
- Collaborates with design staff to improve UX and UI of external digital properties
- Trains new Marketing Associate on creating regular postings and SEO implementation
- Leads the Fun Committee to improve in office culture

Communications Associate

Anita Borg Institute | *March 2015 – June 2016*

- Designed and completed a website restructure to improve user experience, including introducing SEO best practices, alternative text for media, and creation of 36 pages
- Marketing lead for implementation of new software, including look and feel decisions, information flow, coding emails, and writing text
- Developed, executed, and managed a system for collecting logos for 400+ sponsors, resulting in a 90% decrease of mistakes
- Managed day-to-day activities of Marketing Intern
- Participated on a Culture Creation Team to improve culture and staff moral

Communications Associate

Women's Institute for a Secure Retirement | *October 2013 – May 2015*

- Maintained and tracked Facebook and Twitter and grew pages to 1,000+ likes and 1,100+ followers
- Improved and updated website, introducing more images and infographics
- Wrote blogs explaining complicated financial and retirement information for low-income women
- Created excitement for forums and roundtables

Online Communications Assistant

Georgetown Residential Living | *September 2012 – May 2014*

- Designed migration to a new website, including navigation design, content writing, and editing (studentliving.gerogetown.edu)
- Oversaw 15 Facebook pages and managed 13 RAs who posted content
- Filmed and edited several promotional videos for social media
- Grew Facebook fan base by 225% through consistent postings and photo/video contests

Volunteer Coordinator, Americorps VIP

Volunteer Center of the East Bay | *August 2011 – August 2012*

- Wrote social media strategy plan for Opportunity Junction
- Recruited and supervised 225+ volunteers who provided 2,200+ hours of support
- Developed and executed conference for 45 high school students, including recruiting 10 speakers, so successful it became an annual event
- Planned and executed a themed appreciation event for 80 volunteers, doubling attendance from previous events

CONTACT

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👤 Pronouns: she, her, hers
🌐 www.laura-patch.com

SKILLS



Additional Skills

- Web Design
- HTML
- Accessible Digital Design

EDUCATION

Graduate - May 2014
M.A. in Communication,
Culture & Technology
Georgetown University
Undergraduate - June 2011
B.A. in Political Science
University of California - LA

REFERENCES

Available upon request.