

PAULINA VELASCO

SUMMARY

Paulina Velasco specializes in public policy, civic engagement, and strategic communications at the local and state levels. Having developed an intimate knowledge of Los Angeles' communities and a strong network of relationships with civic, labor, and political leaders across California, Paulina works within the public and private sectors to develop engagement strategies to increase consensus and maximize objectives.



As a Senior Vice President of Communications for Velada Consulting, she leads the implementation of outreach plans and crafts of cutting-edge communications and marketing campaigns. Paulina is a creative strategist specializing in the development of compelling and resonant content that shapes and informs public opinion on behalf of agencies and municipalities. Ms. Velasco has a proven record of success, managing many challenging projects; her experience and expertise have ensured the successful completion of notable and challenging multilingual electoral campaigns and engagement programs. She utilizes her knowledge and ingenuity to provide clients with solutions that combine a big-picture vision with real-world solutions to generate tangible results.

WORK EXPERIENCE

Los Angeles County Metropolitan Transportation Authority/ Los Angeles River Bike Path Gap Closure Project

Ms. Velasco supports the project planning team in its undertaking of an effort to close an eight mile gap in the bike/pedestrian path along the LA River. Her regular activities include creating social media strategies, assisting with development of creative pop-up event activities, staffing public meetings, and providing one-on-one outreach to Spanish-speaking stakeholders.

City of Long Beach- Economic Development Listening Tour

Ms. Velasco developed and implemented an outreach plan to garner input from diverse groups of traditionally under-represented residents of Long Beach. She coordinated and facilitated several focus groups, oversaw canvassing efforts, and directed the high-tech, high-touch engagement campaign that involved engagement of Community Based Organizations, online strategies, and street teams.

California Water Service (Cal Water)

Paulina developed and implemented an out-of-the-box plan that informed and persuaded 5,000 customers to take Cal Water's EPA mandated water quality survey. She also helped the agency deliver highly technical content in a clear easy-to-understand way.

City of Carson- General Plan Update Outreach

Ms. Velasco has been instrumental in the roll out of Carson's General Plan update outreach. She develops outreach strategy and assists with development of multi-media collateral materials, webpage content, and social media plans. She also creates surveys, facilitates public meetings, and develops engaging programs that help gather community input critical to informing the city's updates to the General Plan.

City of Huntington Park - Public Information Officer

Ms. Velasco provides Public Information Office support services to the City of Huntington Park, providing media training, managing social media strategy and responding to press inquiries. As the primary communications contact for special projects in the City of Huntington Park, she is responsible for developing press releases and infographics, designing collateral materials, and writing briefing materials.

Olson Homes - Monterey Park

Mr. Velasco managed and implemented a multilingual direct mail program, voter outreach, and advocacy efforts for the electoral campaign in support of Measure A, which authorized the rezoning of a major underutilized parcel in Monterey Park from commercial to residential use. It also approved a specific plan for construction of single-family houses on the property.

Water Education for Latino Leaders Conference

Ms. Velasco directed and implemented the outreach and marketing efforts for an annual statewide educational conference that includes more than 300 Latino elected officials from throughout California to provide a forum for disseminating baseline knowledge about the state's water system.

Redistricting Commission, City of Los Angeles

Ms. Velasco led the development and execution of a hyper-targeted public awareness campaign featuring mapping workshops, press conferences, and 30 public hearings which provided an opportunity for Los Angeles residents to meaningfully impact Redistricting Commission recommendations for redrawing each council district.

EDUCATION

Master of Arts Degree in International Public Policy and Management

Master of Degree in Environmental Studies

University of Southern California, Los Angeles, CA

Bachelor of Arts (B.A) in Political Science

Loyola Marymount University, Los Angeles, CA