

# LAUREN ASHLEY WILLIAMS

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CALIFORNIA

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## PROFILE

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A passionate, research-driven professional with a decade of experience in journalism and public relations, most recently working in Strategic Communications representing one of the largest universities in California. Strong news sense, familiar with data utilization, storytelling, and public documents and social media storytelling. Experience in working at newspapers, magazines, online-only publications and a wire service. Fluent in Spanish.

## EDUCATION

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### **Bachelor of Arts in Journalism and Political Science**

*California State University, Long Beach*

*Graduation: December 2008*

- Worked at the university newspaper: Daily Forty-Niner
  - Served various editing positions, including Managing, Investigations and Opinion Editor
- On both the Dean's List and President's List various times during academic career
- "Professional Promise in Print Journalism" Award
- "Outstanding Achievement in Journalism" Award
- Member of the Phi Eta Sigma-Alfa Lambda Delta Honors Society

## PROFESSIONAL EXPERIENCE

### Senior Communications Counsel

June 2019 - present

*California State University, Long Beach*

*Long Beach, Calif.*

- Monitor, research and track news media coverage and community issues that may impact the university brand and mission.
- Serve as university spokeswoman
- Write statements to be released to the campus community and news media regarding crisis events.
- Create emergency protocols and prepare university staff communicators for emergency scenarios.
- Provide editorial support for projects with high strategic value to campus brand and mission.

### Senior Writer

July 2018 – June 2019

*California State University, Long Beach*

*Long Beach, Calif.*

- Interview faculty and read research papers to learn of newsworthy events to pitch media outlets.
- Review publicly available documents to find compelling human interest stories about people on campus.
- Work with reporters, researchers and staff to meet journalists' deadlines.
- Organize events attended by public officials.

### Freelance journalist

March 2018 – present

*Various publications including Gastro Obscura, Rewire, Life & Thyme, CalMatters, marijuana.com*  
*Long Beach, Calif.*

- Connect with editors at a variety of online only and traditional media outlets to pitch stories.
- Tailor stories to best meet the needs and audiences of each publication.
- Quickly review edits and return copy to meet deadlines.

### Science and environment reporter

August 2016 – February 2018

*Orange County Register*

*Anaheim, Calif.*

- Interview renowned scientists while weaving a compelling accurate story from complex concepts.
- Quickly digest complex reports to write thorough analysis while on deadline.
- Attend hours-long meetings while filing comprehensive stories on decades long issues.

### Breaking news reporter

May 2016 – August 2016

*Orange County Register*

*Santa Ana, Calif.*

- Develop relationships with first responders to craft enterprise stories and stay on top of breaking news.
- Closely monitor scanners, incident logs and Twitter for tips on breaking news stories.
- Quickly respond to developing news stories to interview witnesses, first responders and report on news stories using a variety of platforms, adeptly sharing information through social media platforms while also writing a relevant story for print readers.

### Small business reporter

March 2015 – May 2016

*Orange County Register*

*Santa Ana, Calif.*

- Cull data provided by PricewaterhouseCoopers on venture capital to illustrate changes in the small business, startup community each quarter.
- Spent seven months documenting three startups, capturing process of launching a new company for an end-of-year series for the Register.
- Find unique companies and trends in Orange County that are reflective of the area's overall startup ecosystem and business culture.

### Education and features reporter

August 2013 – March

2015

**Translator**

March-April 2011

*Mercy Malaysia**Constitución, Chile*

- Assist doctors working in tsunami- and earthquake-affected regions of Chile translating between patients, doctors and nurses.
- Help Mercy Malaysia volunteers understand cultural differences between Malaysia and Chile, more effectively communicating and assisting with patient needs.
- Accompany doctors and assist with administrative tasks between the partnering clinic and Mercy Malaysia.

**Freelancer**

February 2010

*Los Angeles Times**Los Angeles, Calif.*

File feeds about the condition of Santiago, Chile immediately following the 8.8 earthquake on Feb. 27.

**Editorial Assistant**

April 2008-January 2010

*Los Angeles Times**Los Angeles, Calif.*

- Wrote for the Los Angeles Times' crime blog, the "Homicide Report"
- Monitor "Graffiti Boards" for Metro, while connecting reporters with editors
- Assist Foreign Desk in compiling a list of contacts for "Mexico Under Siege" project

**Judicial Extern**

January 2008-May 2008

*Long Beach Superior Court**Long Beach, Calif.*

- Watch, discuss, and write essays on court cases using legal theories.
- Interview Los Angeles assistant district attorneys and public defenders

