

Leah Pimentel

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EXPERIENCE

Consultant, *Brown and Caldwell*, San Francisco

June 2014 – Present

Communications Manager, *San Francisco Public Utilities Commission*, San Francisco

- Developing strategic community outreach plans to engage key stakeholders about the Southeast Improvement Project, and how it will impact their community
- Researching and formulating communication strategies to support organizational strategy, goals and objectives with targeted results
- Creating strategic partnerships with a variety of organizations, including non-profit groups, local government, community groups, and media outlets
- Collecting relevant photos, media clips, stakeholder feedback, among other metrics, to measure and assess the success of each event, and after-action reports to inform future approaches

Community Engagement & Outreach Specialist, *Grid Alternatives*, Oakland

March 2009 – June 2014

- Revised the organization's internal flexibility and job security policies, including researching and reporting on best practices, creating implementation procedures, and training department staff
- Led employee engagement teams focused on strengthening engagement and connection through the creation, development, and execution of effective programs, resulting in funding of \$3.6 million
- Developed comprehensive strategic marketing plans, including key messages, integrated communications, utilization of effective marketing mix, and analysis of effectiveness which led to global growth

Project Coordinator, *Greenaction*, San Francisco, CA

February 2008 – March 2009

- Managed a portfolio of projects aimed at helping local governments and communities achieve greenhouse gas reduction goals, resulting in the reduction of 240,000 tons of greenhouse gas emissions
- Led a 3 person team managing social media, offline marketing, and public relations for the Bayview-Hunters Point diesel pollution project
- Managed complex projects in the southeast portion of the city, including new construction, environmental reviews, and long-range land use expansion plans, leading to a similar successful project

Public Policy Analyst, *Communities of Dreams*, El Paso, TX

February 2006 – January 2008

- Led the customized economic and policy analysis of regional clusters, manufacturing, clean economy, and technology commercialization for a range of public, private and foundation client partners, which led to over \$750K in program funding
- Coordinated an economic randomized control trial study on nutrition behavior of 2,800 research participants in public primary schools identifying twenty-four actions to implement
- Crafted implementation strategies, including building coalitions of diverse stakeholders, directly increasing private-sector engagement on economic/workforce initiatives, and enhanced alignment across policies

EDUCATION

Dominican University of California
Masters of Business Administration

Sonoma State University
Bachelors of Science in Business Marketing

PROFESSIONAL AFFILIATIONS

San Francisco Democratic Party-Vice Chair
Sam Francisco Park Alliance-Board Member & Blue Greenway Chair