

# Laura Loeb

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## OBJECTIVE

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To leverage nine years of research and campaign coordination, communications, and attention to detail to aid a company with administrative tasks

## POLITICAL ORGANIZING

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### *Campaign Volunteer*

Charlottesville, VA

Campaign Manager for Amy Laufer's City Council Campaign

1/2017-Present

- Supporting all aspects of the campaign, including fundraising, event planning, advertising, social media, canvassing, managing the candidate's schedule, and volunteer coordination
  - Writing and editing content for the campaign including speeches, web content, email, advertisements, and press releases
  - Coordinating events including campaign launch, door-to-door canvassing, and meet and greets with voters
  - Designing and ordering campaign materials such as yard signs, buttons/stickers, political mailers, donation materials
  - Communicating with supporters and possible voters about the candidate, resulting in votes, volunteers, and donations
  - Managing social media, including Facebook, Twitter, and Instagram

Canvassing Coordinator for the Democratic Coordinated Campaign

8/2016-11/2016

- Managed volunteers canvassing Albemarle county near Charlottesville
  - Trained volunteers on canvassing procedures and use of materials, resulting in positive interactions with voters
  - Kept organized records of canvassing efforts, resulting in effective coverage of Albemarle county
  - Managed volunteer schedules, recruiting new shifts and ensuring turnout through follow-up contact

## WORK EXPERIENCE

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### *UCLA*

Los Angeles, CA

Researcher and Teaching Fellow

9/2008-6/2016

- Conceived and executed 4 major group and solo communications research projects involving qualitative and statistical data analysis, resulting in 5 publications, 12 conference presentations, and over 20 lectures
  - Wrote funding applications for projects, resulting in 4 awards, totaling \$34,400
  - Worked with researchers to identify project needs and develop strategies and instruments to address data collection goals, fulfilling project needs while flexibly balancing competing priorities
  - Analyzed data using qualitative and quantitative methods, including statistical analysis, resulting in new methodological approaches to understanding modern media markets
  - Wrote and presented findings through articles, presentations, and course lectures to audiences from varied backgrounds, building awareness of new contributions and methodological approaches resulting from work
  - Project examples: "The Celebrity Talk Show: Norms and Practices," "Politicians on Celebrity Talk Shows," and "Question Design and Sociocultural Change: The case of marriage equality in the U.S."
- Taught and assisted on 20 courses on topics including: writing, research design, introduction to communication, mass communication, communication effects, introduction to sociology, and market analysis
  - Conveyed complex ideas to students at all levels through lectures and in-class activities, cultivating research and writing skills
  - Managed over 100 student research projects starting with selecting appropriate research questions, choosing the most suitable data to answer specific questions, data collection and management, selecting the most effective methods, leading to research presented in a clear and persuasive manner
  - Taught writing skills, including editing student work through drafts and evaluating the final project, resulting in clear communication of ideas to targeted audiences

## EDUCATION

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### *UCLA*

Doctor of Philosophy – Sociology

Los Angeles, CA

2016

Masters of Arts – Sociology

2010

### *University of Dayton*

Bachelor of Arts – Sociology, Religious Studies

Dayton, OH

2008

Awarded Full Tuition Academic Scholarship – 4 years

## LEADERSHIP

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- American Sociological Association, Newsletter and Website Editor, EMCA Section, 2012-2014
  - Built relationships with contributors, constructed, edited, and promoted quarterly newsletter
- Center for Language, Interaction and Culture, International Conference Organizer, 2011-2014
  - Managed initial planning, logistics, promotion, scheduling, and oversaw day-of priorities
- Member of the National Communication Association

## SKILLS

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- Advanced working knowledge of Microsoft Office (Word, Excel, PowerPoint)
- Expertise with desktop publishing and graphic design software (Swift Publisher, Adobe Creative Suite)
- Knowledge of social media and promotions (MailChimp, Twitter, Facebook, Instagram)
- Experience of statistical coding and software (Stata, SPSS)