

Lisa Plachy

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I spent a decade in advertising meeting deadlines, researching topics, managing feedback and writing across mediums. Now I'm using those skills as a journalist to tell stories about artists, communities and culture.

professional experience

Oaklandside and Oakland North, Freelance Reporter | August 2023 – Present

Participate in live community engagement projects and write feature articles about [local businesses](#) and [economics](#) in downtown Oakland for *Oaklandside*.

Research, interview, write and photograph news stories about [events](#), [arts](#), and [community](#) and local issues for UC Berkeley's online publication, *Oakland North*.

Self-Employed, Freelance Writer and Consultant | October 2018 – Present

Manage projects and write biographies, websites, guidelines, blog articles, campaigns, product copy and more for startups, artists and brands of all sizes.

Researched and wrote a thematic introduction, full-page musician profile and 23 individual artist biographies for this independent art print publication for GRØSS Magazine Vol. 4.

Slack, Copywriter → Senior Copywriter | December 2019 – August 2023

Created extensive documentation, brought live events to life through storytelling, presented on stage at tech conferences like SXSW and Config, and wrote compelling web, email and social copy that got clicks.

VSA Partners Chicago, Copywriter → Associate Creative Director | March 2016 – August 2018

Came up with ideas and words to pitch and win business, embedded myself with clients, and co-founded Lady Power, an internal initiative to support, celebrate and empower women employees through local events.

FCB Chicago. Associate Copywriter → Copywriter | December 2013 – March 2016

Created television, radio, print and web marketing campaigns and interviewed people across the country for a series of promotional videos.

education

UC Berkeley Graduate School of Journalism

Narrative Writing Concentration, August 2023 – May 2025 (expected)

DePaul University + Honors Program

B.A. Public Relations and Advertising, Creative Writing Minor, August 2010 – December 2013

memberships and affiliations

Online News Association

Society of Professional Journalists

Women in Media campus affinity group